

AMERICAN NURSERYMAN

THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE
CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Vol. XXXVI

NOVEMBER, 1922

No. 5

Painesville Nurseries



The Storrs & Harrison Company

Established 1854 NURSERYMEN FLORISTS SEEDSMEN 48 Greenhouses
PAINESVILLE, OHIO. 1200 Acres

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For Season Of 1922

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A General Variety OF Nursery Stock

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Cherry Trees! Cherry Trees!

ONE YEAR OLD

THE BEST YOU EVER SAW

**EXTRA HEAVY EXTRA TALL
EXTRA WELL BRANCHED**

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Our Attractive Prices.*

We also offer a general assortment
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PEAR, PLUM, PLUM on PEACH,
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Ornamental

Trees, Shrubs and Evergreens of high
grade for the wholesale trade

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Princeton in New Jersey

November first

1922

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ESTABLISHED 1847

Offers a fine stock of *Specimen*
Ebergreens, Fruit and Orna-
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Will be pleased to quote on your list of wants.

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MONROE - - - MICHIGAN

MANUFACTURERS OF
I. E. ILGENFRITZ SONS' Co.'s Celebrated Graft and Stock Planter and Firm

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1918, Will Hold Its Fifth Annual Meeting in Chicago, Ill., June, 1923. F. W. von Oven, Naperville, Ill., Secretary
TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY CONTRACT, INCLUDING PUBLICATION ALSO IN THE "AMERICAN NURSERY TRADE BULLETIN"

HILL'S EVERGREENS FOR LINING OUT

Complete assortment of Evergreens including Firs, Junipers, Spruces, Pines, Yews, Arbor Vitae, Cedrus, Taxus, Biotas, etc. Also deciduous ornamental trees and shrubs in wide variety. Your patronage is appreciated.

Write for Wholesale Trade List
The D. HILL NURSERY Co., Inc.
Evergreen Specialists
Largest Growers in America
Box 402 Dundee, Ill.

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ESTABLISHED 1886

— Growers of —
TREES EVERGREENS
SHRUBS PERENNIALS, Etc.
LINING OUT STOCK
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TELEPHONE, NAPERVILLE NO. 1.

FIVE MILLION ORNAMENTAL Lining Out Stock

FALL 1922
SPRING 1923

ONARGA NURSERY CO.
Cultra Bros., Mgrs., Onarga, Ill.

GET NEXT ★ STAR ROSES

★ Oak Brand Shrubs
★ American Pedigree Cannas
The **CONARD** ★ **WEST GROVE,**
C & J NURS. POND, U.S.A.

ROBERT PYLE, Pres. A. WINTZER, V-Pres

SHRUBS - - TREES

A General Line of Ornamentals.

YOUNG STOCK—For Nursery Planting
We were among the first to produce our own goods. We are making young plants for others—why not for you?
Grown Right—Dug Right—Packed Right

AURORA NURSERIES
AURORA, ILL.

Bobbink & Atkins

Complete collection of Choicest Evergreens.

Complete collection of Broad-leaved Evergreens, such as Rhododendrons, Azaleas, Hollies, etc.

Boxwood, Bay Trees, Eucalyptus, etc.
Hardy Herbaceous Plants.

Hybrid Tea Roses, Bush and Tree Form.
Careful Inspection Invited.

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GRAPE VINES

My stock of grape vines this year will consist of both one and two year. The two year will all be from one year transplanted. The one year from cuttings planted this spring, 1922. Varieties principally Moore's Early and Concord. My one year vines will be graded strong as follows:

1-year XX—Equal to 2-year-1
1-year-No.-1 1-year-No.-2
1-year-No.-3

"Correspondence is Solicited"

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CHARLES M. PETERS, Proprietor.

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We are growing and offer for sale fall 1922, spring 1923 forest tree seedlings and shrubs, and lining out stock, such as Betula Nigra, Catalpa Speciosa, Cornus Florida, Elm, Poplar, Locust, Walnut.

SHRUBS

Altheas in varieties, Barberry Thunbergii seedlings, Calycanthus, Deutzias, Loniceras, California Privet, Amoor River North Privet, Amoor River South Privet, Spirea Van Houttei. Write for quotations.

FOREST NURSERY CO. BOYD BROS. McMinnville, Tenn.

IT IS NONE TOO SOON

to secure your Lining Out Stock. We have good stands, a large assortment. Seasonable weather and everything is on the jump. Send your *want lists* as soon as possible. Selling close on some items already.

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FOR LINING OUT

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Seedlings—Transplants—Cuttings
grown under glass

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Complete in grades and sizes.

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Firs, Junipers, Arborvitae, Pines, Spruces,
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American Arbor Vitae 8-15"	\$ 3.00	\$ 15.00
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American Hemlock 6-10"	4.00	20.00
Red Spruce, 6-10"	4.00	20.00
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Maldenhair Ferns, No. 1	3.00	20.00
Royal Ferns, No. 1	8.00	60.00
Potentilla fruticosa 10-15"	5.00	30.00

And a great many other items.

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"GROWN In VERMONT, It's HARDY"

FRANKLIN FORESTRY CO.

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Colrain and Sudbury, Mass.

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CONTRACT FOREST PLANTING
SEEDS OF NATIVE NORTHERN CONIFERS

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BOSTON MASS.

PRESERVE YOUR FILES

If you have not been in the habit of preserving in consecutive order your copies of the American Nurseryman, permit us to suggest the advisability of doing so, commencing with the January issue this year. Such a file of a Trade Journal of this character will often prove invaluable for reference.

Best Tree Digger on Earth



Write for Descriptive Circular and Prices

STARK BRO'S
Nurseries & Orchards Co.
LOUISIANA, MO.

Fruit Tree Stocks

American Grown

Apple Seedlings, all grades. Well grown, carefully handled and graded.

Fear Seedlings, grown from French imported seed, also from Japan seed from both the *Pyrus Ussuriensis* and the *Pyrus Serotina* variety.

Mahaleb Cherry and Peach Seedlings, in all grades.

Car load lots to central points.

French Grown

Apple, Pear, Mahaleb, Mazzard, Myrobolan, Quince, Manetti and Multiflora.

Write for special price list of fruit tree seedlings.

We carry one of the largest and most complete lines of general nursery stock in the country. It is a pleasure to quote your want list.

SHENANDOAH NURSERIES,

A. F. LAKE, Pres., R. S. LAKE, Sec'y-T.

SHENANDOAH, IOWA

"Where to get the Tree"

"The Nurserymen are urging everybody to 'Plan to Plant Another Tree' and yet there are a lot of people who don't know where to get the tree."

—"The Florist's Review", October 19

Plan to get orders! Good educational publicity helps people plan *what to plant*; good catalogues help people plan *where to buy*. Creating a desire to plant something and getting orders for it are two different things. A man may "plan to plant" without planning to buy *your* trees.

You have trees to sell, but do those who "plan to plant" know about them? Assuming that they get your catalogue, will they find its offers such as to make them want to send *you* the order? Of course your catalogue must tell what you have to sell, but it must also tell why *your* trees are good ones to plant.

We make catalogues for Nurserymen. We offer equipment for fine printing; and we offer also years of experience in selling trees and in building catalogues and folders that touched the high-water mark in plan and appearance and in order-getting results.

That equipment and experience in *your* line are at your service. Write us about your new catalogue.

THE DUBOIS PRESS

Horticultural Color Printers
Rochester, New York



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Old Dominion Nurseries

RICHMOND,

VIRGINIA

We offer for FALL 1922 and SPRING 1923

Apple, Standard Pear, Peach, Plum, Concord Grape one and two year; California Privet (one year), Amoor River South one and two year, Extra fine; Magnolia Grandiflora (all sizes). Roses (budded).

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The Source of RELIABLE Nursery News

Is the Nursery Trade Journal

EXCLUSIVELY FOR NURSERYMEN

Those who are content
with a side issue
Get side issue results

The only publication in America devoted to the Nursery Trade as a Main Issue is the
AMERICAN NURSERYMAN

AMERICAN NURSERYMAN — NOVEMBER, 1922

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

ADVERTISING—Advertising forms close on the 27th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.80 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earlior operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$2.00 a year; to Canada or abroad for \$2.50 a year. Add ten cents unless bank draft, postal or express money order is used. Three years \$5.00, in U. S.

RALPH T. OLCOTT
Editor Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

30 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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The
Preferred
Stock

PAGING MR. NEW CUSTOMER, PLEASE

In revising our mailing list this fall we added many new names and it has resulted in our receiving orders from a gratifying number of new customers. That pleases us very greatly, but "the more, the merrier." If you are not already receiving our price-lists regularly will you not write to have your name placed on our mailing list. It will be of mutual advantage, we feel sure.

Kindly use printed stationery. We sell to the Trade Only.

SPECIALTIES

ROSES TREE ROSES
CLEMATIS AMPELOPSIS OTHER VINES
SHRUBS SHADE TREES
PAEONIAS PHLOX OTHER PERENNIALS
POT-GROWN EVERGREENS FOR
NURSERY PLANTING

JACKSON & PERKINS COMPANY

ROSE GROWERS AND NURSERYMEN
WHOLESALE ONLY

NEWARK

NEW YORK STATE

The
Preferred
Stock

The
Preferred
Stock

We Have Them

BLEEDING HEART PHLOX ASSORTED
CLEMATIS ASSORTED AMELOPSIS VEITCHII
2 and 3 year 2 and 3 year
HYDRANGEA P. G. and SPIREA ANTHONY WAT-
ARB. ERER
CLIMBING, BUSH and TREE ROSES

SPECIALS

DELPHINIUM 2 year field grown. BELLADONNA
Per 100 Per 1000
\$8.00 \$40.00

Onarga Nursery Company
CULTRA BROS., MGRS.
Onarga, Illinois

RICE BROTHERS CO.

GENEVA, N. Y.

A General Surplus on
Fruit Trees, Ornamental Trees,
Shrubs and Roses

WRITE FOR PRICES

WE GIVE YOU
QUALITY! SERVICE!
SATISFACTION TO YOUR CUSTOMERS
 SATISFACTION IN YOUR OWN CASE

On every order, and our line embraces a wonderful assortment of Nursery Stock.

FRUIT TREES, including scarce varieties.
ORNAMENTAL TREES.
EVERGREENS, Mugho Pine, Pyramidal and American
Arbor Vitae and Retinosporas.
HEDGE PLANTS, Barberry and Privet.
BARBERRY THUNBERGII SEEDLINGS, priced right.
IMPORTED FRUIT and ROSE STOCKS.
AMERICAN GROWN APPLE SEEDLINGS.
ROSES, large assortment.
SMALL FRUITS.
SHRUBS, VINES, and PERENNIALS.
MULTIFLORA JAPONICA ROSE SEEDLINGS.
Spring Shipment

Place orders early. Sales are heavy. Be sure of having what you want for spring; reserve it now.

C.R. BURR & COMPANY

Manchester, Conn.

Ask for our wholesale list if you don't get it.

JAPANESE IRIS

(Iris kaempferi)

15,000 Strong transplants, finest selected Japanese strain, mixed colors. The most gorgeous colorings (including pure white), equal to the choicest named varieties. Samples on request.

Strong transplants at \$ 8.00 per 100
75.00 per 1000
300.00 per 5000

Orders should be placed promptly and are booked as received. All late orders are subject to count holding out.

HARLAN P. KELSEY
BOXFORD-HIGHLANDS NURSERY
SALEM, MASS.

T. W. RICE, GENEVA, N. Y.

Offers in Large Quantities for
FALL 1922 AND SPRING 1923

Peaches	Privet, California, Amoor
Catalpa Bungei	River North and Ibota
Mulberry Russian	Grape Vines, 1 and 2 year
Poplar, Carolina and	Currants, 1, 2 and 3 year
Lombardy	Gooseberries, 1 and 2 year
Barberry Thunbergii	Hydrangea, P. G.
Spirea Van Houttei	

Also a good supply of Apple, Standard and Dwarf Pears, Quinces, Plums, Apricots, Roses, etc. Send want list.

T. W. Rice, Geneva, N. Y.

American Nurseryman

The National Journal Of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES — BYRON

Vol. XXXVI

ROCHESTER N. Y., NOVEMBER, 1922

No. 5

Special Fall Trade Reports to "American Nurseryman"

Lively Work at Chase, Ala.

Chase, Ala., Oct. 13—Orders are coming nicely. Shipments moving out in considerable volume even this early and all indications are that the Nurserymen in this district are going to have a good season's business. The demand for conifers and broad-leaved evergreens is unusually heavy. A number of car-lot buyers have been in the market the past week and this character of stock is being rapidly booked. Too early yet to determine where the surpluses will show up.

CHASE NURSERY COMPANY.
R. C. Chase, Sec.-Treas.

Sales Greater: Shipping Delayed

Bridgman, Mich., Oct. 14—Our sales were above the average for the season of 1922. Many orders came in late and were returned. The season opened as usual but was soon confronted with the worst weather, light snows and floods of rain for weeks, which postponed shipping for several weeks.

The strawberry plant crop will be much shorter than usual. Leaf roller has been unusually plentiful and many did not spray; therefore the crop will be light.

BRIDGMAN NURSERY CO.,
F. C. Stahelin.

Fine Growth and Good Sales

Dechard, Tenn., Oct. 13—I think what I say will apply to the other Nurserymen of and around Winchester. We have had a splendid growing season and in my long experience have never seen finer trees grown. Our sales have been very satisfactory, inquiries coming in every day. We feel that there will not be anything to burn at the end of the season. We believe from every outlook that the spring trade will be good.

COMMERCIAL NURSERY CO.
Harry Nicholson, Mgr.

In South Dakota

Yanktown, S. D., Oct. 15—We are pleased to report a very satisfactory spring business and a much heavier fall business than a year ago, which is also satisfactory. Most of the planting done in the Central Northwest is in the spring.

We anticipate a much larger business next spring than ever before from present indications. The growers throughout this section have a very complete stock of extra quality, due to the favorable growing season. We anticipate that most of this will be used in a retail way.

GURNEY SEED & NURSERY CO.
Geo. W. Gurney, Mgr. Nursery Dept.

At Dayton, Ohio

Dayton, Ohio, Oct. 13—The fall season is starting off very well and the demand for the better class of ornamentals and perennials is increasing. We look for a consider-

able shortage in many items next spring.
THE JOHN SIEBENTHALER NURSERIES.

Landscaping in New England

Demand for Ornamental Stock Unusually Strong—Spring Outlook

New Haven, Conn., Oct. 17—The fall season of 1922 has been an exceptionally good one with us. Our landscape department has been going strong and our wholesale business is way ahead of last year. The retail business was rather slow in starting up, but is coming in at a lively pace at this writing.

Sales for the season to the present time are ahead of last year's business with about five more weeks to run. There has been an unusually brisk demand for evergreens and shrubs this season and perennials are coming back in popularity. Shade trees seem to be moving slowly. Indications are that we will have the most wonderful spring business that we have ever enjoyed. We have at the present time more business booked for next spring than we ever had at this time of the year. Our landscape department has had a rather lax period during the winter months, but we have enough projects on hand to keep us going merrily all winter long.

New England is waking up to landscape lines and in our section of the country one rarely ever sees a new home completed without a planting made immediately. Our Parks Departments, having a long lapse during the war period, are again getting active and new work is being planned.

We believe the War Gardening Movement entered into with so much spirit during the latter years of the war has had much to do with the increased demand for ornamental products. People who have never given any attention whatever to gardening are beginning to realize the joy and healthful benefits to be derived from gardening and a great many of them have become enthusiastic amateur horticulturists.

We find a great deal of interest manifested among the school children today. A great many communities have instituted competitive gardens carried out much along the line as has been done in Minneapolis for a number of years.

We are well pleased with the season's returns and are looking forward to a wonderful year for 1923.

The Elm City Nursery Co.
WOODMONT NURSERIES, INC.
W. E. Campbell, Pres.

Heavy Business in Huntsville

Huntsville, Ala., Oct. 13—Our sales to date are far in excess of any previous year. Demand for all kinds of Nursery stock is particularly strong. We believe that there will be a serious shortage in peach, pear and apple as well as several of the better varieties of shrubs before spring.

We have had a very satisfactory growing

season and all stock is better matured than usual. Have been busy shipping for the past ten days.

THE HUNTSVILLE WHOL. NURS., INC.
John Fraser, Jr.

In the Northwest

Toppenish, Wash., Oct. 18—Our retail sales so far this season are about the same as last year, although prices have been somewhat reduced. Our wholesale sales are better than a year ago.

The coal and railroad strike has affected the farmers and fruit growers in the Northwest to such an extent that their purchasing power will not be as great as a year ago, hence there will not be as much planting done this coming season as would have been the case had fruit prices been better.

There is still a shortage of cherry stock; and all pitted stock, such as peaches, plums, etc., will undoubtedly clean up before the end of the season. Pears are also scarce and there will be very few apples to carry over.

Looking at the situation in the Northwest as a whole, we believe the Nurserymen generally will clean up their stock in good shape and have a fairly good season.

WASHINGTON NURSERY CO.

Heavy Sales of Cherry

Vincennes, Ind., Oct. 21—Sales for Fall 1922 in a wholesale way are the best we have ever had up to date. Demand for cherry trees very heavy. It looks like the supply of cherry for spring would be very limited.

We are running digger under more than half our one year and spading out the larger grades in the balance. Demand or larger sizes far in excess of supply on Montmorency and Early Richmond.

We will ship more than a quarter of a million cherry this fall. European plum all sold. Peach in strong demand, especially in leading commercial varieties, such as J. H. Hale and Elberta.

Commercial planting quite heavy in this section. Apple moving very satisfactorily. Think there will be little surplus in any line.

We are busy loading sixty thousand cherry that are for Door County, Wisconsin. Last car will go forward Tuesday.

W. C. REED & SON.

Sold Out For Fall

Mt. Pleasant, Tex., Oct. 9—Replying to your favor of recent date, while I have not grown as much stock this year as usual, I find the demand fairly good, and I have practically every tree, rose bush, and berry plant sold already. If I do any spring business, I will have to buy.

M. G. BLACK.

When writing to advertisers just mention American Nurseryman.

BURSTING BRAIN CELLS ON TRADE EXPANSION

WHAT BEST MINDS ARE DOING TO SOLVE THE PROBLEM OF OVER-PRODUCTION—PLANNING AHEAD INSTEAD OF REGRETTING

WHILE most of those in the Nursery trade are attending strictly to affairs of the immediate present, including the production of great quantities of Nursery stock in the expectation that somehow it will all be called for, and knowing that should worse come to worst there is always the brush-pile, some active far-seeing minds are endeavoring to bring about some kind of stabilizing of market conditions so that all Nurserymen can proceed to plant to the limit without fear of loss and so that all the Nursery stock which can be produced may be sold at profitable prices and for the incalculable benefit of the planters of that stock and the public generally.

Laudable object, isn't it?

Just a dream? Well, maybe; but isn't it a pleasant one?

And are not most successes the outcome of someone's dream?

Best minds in the American Association of Nurserymen a few years ago evolved a Market Development plan which was given a fine start at remarkably low cost and caused a convention hall to ring with the spontaneous applause of the delighted members. Indeed, it is probable that not before or since in more than forty years has there been such a signal expression of approval by any body of Nurserymen in the United States. Twelve months later there was a reversal which amounted so nearly to a complete discard of the plan as to leave only a semblance. And the trade settled down again to its forty-year-old pace, wondering how long prosperity would last, fearing that over production would find it as before. The fear was expressed by some of the better minds, in warning against overplanting.

Some of the best minds again broke out—this time in the Illinois Nurserymen's Association where, headed by J. A. Young, the lively secretary of that Association, the "Plan to Plant Another Tree" movement was launched. The initial campaign in Illinois under this slogan was so remarkably successful that when Mr. Young at the Detroit convention of the A. A. N., urged Nurserymen of the entire country to get back of it there was enthusiastic endorsement of the plan by the national organization and a reference to the executive committee, with power to act, of a proposition to give the plan substantial financial support.

The second formal presentation of the "Plan to Plant Another Tree" movement to a body of Nurserymen in convention assembled was in Lexington, Ky., before the Southern Association. So heartily was the plan indorsed there that first one and then another and then another member of that body arose and suggested larger and still larger financial support. The matter eventually went to the executive committee. And there it rests.

This resume of latter-day effort at progressiveness is given to introduce some interesting correspondence upon the subject of trade expansion through publicity.

The latest instance of the result of the operation of a best mind is out on the Pacific Coast where the persistence of a well-informed thoroughly progressive woman, tireless in her appeals for action in the

Nursery trade, has drawn from a well-posted student of the industry a clear statement of just how the whole matter looks to a business man who admits the desirability of the object aimed at, but who is at sea regarding the means for its accomplishment.

In response to suggestions for trade expansion made by Mrs. M. G. Mitchell, secretary of the Mitchell Nursery Co., Tacoma, Wash., a prominent member of the Pacific Coast Association of Nurserymen says:

"We quite agree with you that much can be done to develop more civic pride in the appearance of our towns and cities, and the only way that this can be accomplished is by the co-operative efforts of commercial clubs, Women's clubs and kindred organizations.

"There is one fundamental difference between the Nursery business and the automobile business, phonograph business, or any other line of business and that is that in the Nursery business anyone with a few hundred dollars can start up in business in a small way, while in the other lines of business one has to have more capital to begin business, and as a consequence better business men are attracted to those lines of business as a whole than to the Nursery business. On account of the fact that there are so many small Nurserymen who are fairly good growers but poor salesmen and business men, these small growers do not secure sufficient price for their products to enable them to make anymore than a bare living at the business. While the volume of business which they do does not seriously cut into the business of the larger concerns, nevertheless the prices established by these smaller concerns do affect the prices that are established by the larger concerns. As a consequence the larger concerns are prevented from making any more than a nominal profit and in many years suffer large losses. For this reason the business cannot be organized closely enough to permit co-operative advertising such as is done by the White Pine Association, The Cypress Association, The Atlas Portland Cement Association, and other Associations where the members make a different contribution for co-operative advertising efforts.

"The business firms represented in the various associations above mentioned are organized sufficiently well so that they can secure a price which leaves them a fair profit and enables them to make advertising contributions along this line as well as their individual advertising appropriation. With the Nurserymen, however, most of the small Nurserymen are not sufficiently well financed to enable them to put up any great amount of money for co-operative advertising, and consequently the burden would fall on a few of the larger Nurseries. The smaller Nurseries, however, would reap the benefit possibly even more than the larger ones because they would be offering their stock at a cut price. For this reason it will never be possible to have the same kind of co-operative efforts along this particular line, as enjoyed by other Associations of business men, unless the smaller Nurserymen "play the game," and co-operate to the same extent they wish the other fellow to co-operate. When this particular problem can be solved most of the problems of the Nurserymen will have been solved, for that is the rock

upon which the ship of co-operative advertising and effort has foundered. There is no doubt in the world but what there is plenty of opportunity for co-operative advertising, but what is wanted far more is a solution of the problem rather than mere calling attention to the problem. The best minds of the larger Nurserymen of the East as well as the West have been at work on this problem for a number of years, and would gladly take up co-operative effort of this kind if assured that the smaller Nurserymen would co-operate fully and bear their proportionate share of the expense. In actual practice, however, the smaller Nurserymen do not do this and the matter cannot and will not be handled by the larger Nurserymen exclusively at their own expense, when most of the benefit would accrue to the smaller Nurserymen.

"We appreciate your interest in the matter, but believe you are working at the wrong end of the dilemma. Our Mr. Tonnerson is doing a splendid work in trying to educate the Nurserymen of the Northwest on the necessity of securing a better price for their product. We believe he has done more real constructive work along this line than any one man, and until the Nurserymen secure better prices for their products, so they will be more able to assist in paying the bills of the co-operative effort outlined by your good self, it is a waste of time to consider the subject farther.

"As explained before, what the Nurserymen of the Northwest are looking for is light on the subject. This letter of yours and various other letters have called attention to the need for co-operative effort, but no solution of the problem has been given. If you will kindly work out the following questions, we will have a starting point, and possibly something can be done.

1. "How much money would it take from the Nurserymen of the Northwest to put across a campaign of the kind you have in mind?"

2. "What 'machinery' would be necessary to put this idea across?"

3. "How would you go about the matter, if it were your job to do this?"

4. "Along what definite lines should the various civic organizations work and what particular objective should each have in view?"

Passing over the fact that co-operative advertising is one thing and that general publicity of the nature of that produced by "Plan to Plant Another Tree" is quite another thing; and also the fact that while the Nursery business undoubtedly differs in degree from the automobile and similar businesses in the manner outlined by the P. C. A. N. member, there are many businesses not unlike the Nursery business, Secretary Mitchell makes this rejoinder:

"We are in receipt of your favor of the 13th inst., and in reply would say that it seems to us that the tendency of the Nurserymen is rather to discover obstacles than ways and means of overcoming same. We note what you say about the larger Nurserymen having to put up the money for publicity purposes and that the smaller Nurseries who did not put up any money would benefit therefrom. It may be of interest to you to know that 60% of the orange and

(Continued on page 108)

SPECIAL TRADE REPORTS

Big Stock Strawberry Plants

Salisbury, Md., Oct. 16—Our specialties are strawberry plants. The season in our section has been an ideal one for plant growth. We have the largest stock of strawberry plants that we have ever had to offer; more than 500 acres.

Most of our stock is sold to the wholesale trade and large associations. Notwithstanding that there is a large crop of strawberry plants in most sections this year, we have booked more orders to date than we had this time last year which was a very dry season and a short plant crop. Our prices are lowered about 25% from last season. Labor is plentiful, and about 25% lower on the farm.

Strawberries have been the best paying crops on the farm for several years. The supply of plants has been short for five years. As we see it now, everything points to a most favorable plant season for 1922-23.

E. W. TOWNSEND & SONS.

Heavy Business in Rochester

Rochester, N. Y., Oct. 12—We are having one of the heaviest seasons' business in the matter of fall retail trade we have had in some time; this in the face of continued high prices due to the scarcity of many of the leading items. There was a slight falling off in sales in some sections during the recent strikes; since these have been settled sales have picked up again in a very encouraging way.

We have every reason to believe this is going to be a banner year with Nurserymen. On every hand there seems to be agitation going on for the planting of more trees,

shrubs, etc., for the beautifying not only of homes, but of communities and cities, and even roadside planting in the rural districts has its share in the scheme.

To help make America more fruitful and beautiful is a fine thing, an ideal, which we should all strive for.

BROWN BROTHERS COMPANY.

Connecticut Conditions

Yalesville, Conn., Oct. 13—Our sales at this time are larger than they were last year and we see no reason why they should not continue to be. There is a good deal of building and this should mean large requirement for Nursery stock. Everybody is employed with good wages and workmen have money to buy with. The high prices demanded for rents in the cities have caused large numbers to go to the suburbs and buy land and build even though it is nothing more than a shack. These persons are good prospects for the sale of Nursery stock. The farmers haven't had as good a season this year, many farm crops being abominably low in price. Most fruits sold well, with the exception of fall apples. This may have some effect on amount of money the farmers will spend. We don't see any over supply of 2-year fruit trees or any plants.

BARNES BROTHERS NURSEY CO.

J. R. Barnes, Pres.

Lining-Out Stock Going Fast

Winona, Ohio, Oct. 16—We specialize in lining-out stocks, particularly shrubbery and forest tree seedlings. Shrubs are being picked up fast. Hydrangeas, snowballs and weigelas—which we grow the most of—will probably be all sold before spring. Forest tree seedlings moving, but not so fast.

Good demand for most varieties of evergreen seedlings and transplants.

The rather unfair and drastic laws of some states, in regard to permit fees, bonds, etc., are proving a loss of some business to us.

J. JENKINS & SON.

Heavy Spring Demand Indicated

Fremont, Ohio, Oct. 13—While we do not attempt to get fall business, a great deal comes to us each fall. The indications are that the business for fall with us will be more than last year and every year has exceeded the previous year.

Indications for spring are that there will be a very heavy demand for both fruit and ornamental stock. In this section the demand for peach will be heavier than for years. There is no surplus of anything in the line of Nursery stock in this entire section. In fact, there is a shortage of most everything except some of the more common ornamental shrubs.

Apple, pear, plum and cherry will be much scarcer than usual. Everything should be cleaned up by spring and much of it before.

H. S. DAY.

Prospects Better Than Ever

Wilmington, N. C., Oct. 14—Business is good with us. Many items are sold out or will be in a few days.

Our season 1921-1922 was the best we ever had, but the prospects are that 1922-1923 will be still better.

AUDUBON NURSERY CO.
H. Verzaal.

Remember the mid-month issue—The AMERICAN NURSERY TRADE BULLETIN. Forms close the 10th.

We Can Usually Dig YOUR STOCK Until Dec. 1st. Or Can Store it FOR YOU Till Spring

Years of Experience at the Root of This Stock—That Also Shows in the Tops

HYBRID TEA ROSES			
Gruss an Teplitz, Red.....	1-1½ ft.	\$6.00	\$50.00
Jonkheer, J. L. Mock, Pink.....	1-1½ ft.	6.00	50.00

HYBRID PERPETUAL ROSES			
PRICE (Except where noted) 10 for \$5.00, 100 for \$35.00			

Alfred Colomb	Mme. Plantier
American Beauty	Mme. G. Brunn
Baron de Bonstettin	Magna Charta
Baroness de Rothschild	Marchioness of Lorne
Captain Hayward	Marshall P. Wilder
Coquette Des Alpes	Margaret Dickson
Fisher Holmes	Mrs. R. G. Sharman Crawford
Earl of Dufferin	Paul Neyron
Fran Karl Druschki	Vick's Caprice

General Jacqueminot	MOSS ROSES
John Hopper	Blanche Moreau
Jubilee	Henri Martin
Louis Van Houtte	Princess Adelaide
Mme. Gabriel Luizet	Salet

Also CONRAD F. MEYER—(Rugosa) \$40 per 100
Write us for prices on Polyanthas.

ROSES—SPECIES			
Hugonis Rose, 2 yr.	10	100	
Extra size	\$10.00	\$90.00	
"It is an upright-growing shrub with slender and spreading branches on which the fragrant flowers are borne in yard-long sprays of soft yellow. As I write in mid-November, the foliage is still on the shrub and has assumed a dark purple tint."—Report by Plant Explorer E. H. Wilson of the Arnold Arboretum, where this wonderful Rose may be seen blooming early in May.	17.50	150.00	

ROSES—CLIMBERS			
American Pillar, Pink	1-1½ ft.	\$4.00	\$30.00
American Pillar, Pink	3-4 ft.	5.00	40.00
Aunt Harriet, 3 yr., Scarlet.....	3-4 ft.	3.00	25.00
Aunt Harriet, 5 yr., Scarlet.....	4-5 ft.	4.00	30.00
Coronation, Crimson scarlet.....	1-1½ ft.	2.25	18.00
Coronation, Crimson scarlet.....	3-4 ft.	3.00	25.00
Coronation, 3 yr., Crim'n scarlet.....	3-4 ft.	4.00	30.00
Dr. W. Van Fleet, Flesh pink.....	1-1½ ft.	3.00	25.00
Dr. W. Van Fleet, Flesh pink.....	2½-3 ft.	4.50	35.00
Dr. W. Van Fleet, Flesh pink.....	3-4 ft.	5.00	40.00

These prices are for the trade only, and are net f. o. b. West Grove. Boxing or packing extra at cost.

The CONARD & JONES CO., Inc., WEST GROVE, PENNA.
ROBERT PYLE, Pres. ANTOINE WINTZER, Vice Pres. R. T. SATTERTHWAIT, Secy.

ROSES—CLIMBERS—Continued			
Dorothy Dennison, Salmon pink.....	2-2½ ft.	3.00	25.00
Dorothy Dennison, 3 yr. Sal. pk.....	3-4 ft.	3.00	20.00
Dorothy Perkins, 3 yr., Pink.....	3-4 ft.	3.00	25.00
Dorothy Perkins, 2 yr., Pink.....	3-4 ft.	2.50	20.00
Dorothy Perkins, 3 yr., Pink.....	4-5 ft.	4.00	30.00
Dorothy Perkins, White	1-1½ ft.	3.00	25.00
Excelsa, Carmine lake	1-1½ ft.	2.50	20.00
Excelsa, 3 yr., Carmine lake.....	3-4 ft.	3.00	25.00
Excelsa, Carmine lake	4-5 ft.	3.00	40.00
Farquhar, Pink	3-4 ft.	3.00	25.00
Hiawatha, Brilliant red	3-4 ft.	3.00	25.00
Lady Gay, Soft pink	3-4 ft.	3.00	25.00
Lady Gay, 3 yr., Soft pink.....	3-4 ft.	4.00	30.00
May Queen, Clear pink	3-4 ft.	3.00	25.00
Miss Messman, Crimson.....	1½-2 ft.	2.50	20.00
Miss Messman, Crimson.....	3-4 ft.	3.00	25.00
Ruby Queen, Ruby red	2-2½ ft.	3.00	25.00
Ruby Queen, 3 yr., Ruby red	3-4 ft.	4.00	30.00
Wichuriana, White	2-2½ ft.	2.50	20.00
Wichuriana, 3 yr., White.....	2-2½ ft.	2.50	20.00

Note—Above roses will be shipped with the tops trimmed in the usual fashion.

Patrons who require all branches uncut are asked to so specify when ordering and remit \$2.00 extra per hundred to above rates.

HEDGE PLANTS			
Barberry Thunbergii Seedlings			
Transplanted	12-15 in.	2.00	15.00
Berberis Wilsonii, 1 yr. field pits.		3.00	25.00
Buxus Sempervirens Suffruticosa, field grown (Box Edging).....	2-4 in.	.75	6.00
Buxus Sempervirens Suffruticosa, pot grown	2½ in.	.75	6.00
Buxus Sempervirens Suffruticosa, field grown	4-6 in.	1.00	8.00
Buxus Sempervirens Suffruticosa, pot grown	3 in.	1.00	8.00
*Box Barberry, 1 yr. field grown.....		.45	6.00
*Box Barberry, 2 yr. field grown.....		.90	7.50
*Box Barberry, 3 yr., field grown.....		1.50	12.50
*Ligustrum Ixellum (New Hardy Privet), 2 yr. cut back.....		4.00	35.00

A Higher Standard of Ethics Among Nurserymen

By G. W. McKenna, Waxahachie, Texas, Before S. W. Nurserymen's Association

"I do not know why I was called on to discuss this subject, but probably because it is only recently that I have become associated in this line of endeavor and the program committee doubtless thought I could see the defects of our *"esprit de corps"* more vividly perhaps than the men who have grown up in the business. *Esprit de corps*, ethics, principles of business—call it by any of these terms—in connection with our business, seem to me to be sadly lacking in some respects.

In my mind, this subject naturally divides itself into two phases: first, service to each other direct, or the ethical relations of one Nurseryman to another; and, second, service to our customers. So my interpretation of the subject assigned me, "A Higher Standard of Ethics Among Nurserymen," is simply this in a very few words, "Base Selling on Service and Quality and not on Price." Too long we have allowed the jackleg Nurseryman, not even a member of our Associations, whose trees are not worth buying at any price and who grows only a small per cent of them, to establish our scale of prices. We try to make the price of our good trees "just a little under" his, and the first thing we know we are all trying to cut under each other. How much longer are we going to allow this to continue? Can't we realize the absurdity of going ahead in the same old blind way of "every fellow for himself and the devil take the hindmost?"

During the past few months I have had occasion to ask thousands of questions about different Nurserymen and their practices. I have been told that as a body we will readily agree to principles with apparent good intentions, but for the sake of immediate profit or sale, these principles will be sacrificed. Recently I asked an ex-retail lumberman how they controlled prices so satisfactorily. I asked him to be frank and tell me exactly and the whole truth. He said that when they started into business in our town a number of years ago there was also another concern in the town in the lumber business and within three months they had succeeded in cutting prices on every bill that came to them until sometimes the price at which the lumber was sold was less than the original carload rate they had paid for it. One concern would bid \$50 on a bill of lumber and then the other would bid \$45, until maybe \$40 or even \$35 would be all the bill would bring. One morning they woke up to what they were doing and definitely decided that of ever another load of lumber went out of their yards it would be at the regular price. For two or three weeks not one single bill was sold, but soon they began to pick up orders and within a short time they were getting a fair share of the trade. The subject was never mentioned between the lumbermen, but it was evident that both decided to make some profit out of their operations, and when they arrived at this conclusion they maintained their prices and began to make some money.

Why don't we do things this way? Why should we quote a prospect \$30 per hundred on peach trees when we know our competitor has quoted a price of \$32, provided they are worth \$32. Our traveling men are constantly writing us that a representative of this Nursery or that has under-bid us and got the business. It appears to me that a prospect can buy a bill of trees at his own price if he will drum long enough. I do not believe any one Nursery can produce trees

much cheaper than his neighbor. Then, if this is so, and the highest priced man is selling his stock as cheaply as he can afford, why don't we sell the prospect on the service we can render and the high class of stock we can furnish, and pull down some profits out of the deal? On the other hand, will we not get our ratio of profitable orders if we are able to render the service?

No business can succeed over a term of years if the controlling factor in that business is price. The buying public in general considers that an article is worth what is asked for it. Are we not all afraid of "cheap" things? A substantial and successful business in any line is founded on actual worth and not price, and until the Nurserymen realize this applies to the Nursery business, we may exist but will never prosper.

Before taking up some of the minor ways in which I think we can help each other, I wish to talk for a minute about our relations to our customers. I shall state here my idea of one of the fundamentals of business success. **To succeed our customers must succeed.** On this thought we should base our every character of service. If we are unable to advise a prospect concerning the proper varieties of trees and plants to plant in his locality and which to leave alone, we are not entitled to his business. We should endeavor to restrict our growing to varieties that will go profitably in our trade territory. The planter is entitled to protection from every legitimate Nurseryman. It should not be necessary for him to have to guess at varieties and do his own experimenting. To protect the planter, therefore, the Nurseryman should have a follow-up system by which he can get reliable reports on every variety which has not been standardized, and this information, when gathered, should be passed on to other Nurserymen. If we are unable to render the planter a follow-up service by furnishing him with the proper cultural, pruning, and spraying directions, we are unworthy of his patronage. Our success depends upon our customer's success, and his success depends upon our service—which gets back to my original statement, "Base Selling on Service and Quality and not on Price."

Now, the remainder of my remarks may sound like another edition of the Ten Commandments. My opinion is we should help our competitor to become more prosperous. If he prospers, we prosper. If we help him to a higher financial standing, and to a better use of business methods, haven't we raised the standard of the Nursery business? In doing this we have raised the standard of our own business in the eyes of the buying public. Coincident with this thought, we should trade with each other, and, all things being equal, we should buy from our nearest competitor.

We should not knife each other by offering more attractive terms to get our competitor's salesmen. In fact, we should refuse to barter with him so long as he is employed by another Nurseryman. I can't understand why it would not be possible for us to formulate a uniform salesman's contract. Then the salesman would make us render better service in order to hold him.

Wholesale prices should be more nearly on a basis of cost than supply. The cost of production can and should be determined, and in this connection we should take heed that we do not run to seed on production

and undo ourselves. Quality should be a vital factor. Certainly the matter of wholesale prices should be put on such a stable basis that if a price which is named to-day is right it will also be right tomorrow.

A word in regard to advertising. I believe that our advertising or publicity campaign should be put on a greater educational basis and have less of the "fire sale" characteristics. I think we need publicity of the need of fruits co-ordinated with our advertising. The Nursery business needs to be put on a higher plane in the minds of the general public. It should be so elevated that it will take its rightful place among the legitimate occupations in the business world. Few lines of endeavor offer a wider field of opportunity for service than does the Nursery business, but because of the hap-hazard methods used and dubious practices of the past, Nurserymen have failed to profit by these opportunities. Our advertising should be done along such lines as will make the world want more fruits and more beautiful home grounds. The people must be made to want trees and plants, and when this is done it will be an easy matter to make them want our trees and plants.

In conclusion, I would say again that there should be a closer spirit of co-operation among Nurserymen. The curriculum in the school of experience is a long and hard one. If the other fellow has, in the conduct of his business, gained some information that will help me, certainly I should like to have it, and, likewise, if I have gained any knowledge that will save him some long hard experience, I should be equally as glad to share it with him. The world would have made little progress had each of those who have gone before us have kept to himself the knowledge gained in his life's experience. If we have any knowledge that is worth while, that will make the aim of our competitor a little more sure; if by closer co-operation we can arrive at a fair margin of profit and at the same time render our customers a better service, let us be big enough to lend that co-operation. No better service can be done our competitor than to give him the advantage of tried ideas, ideas which have proved helpful to us, and I trust the day will soon come when we will look on our competitor as a friend rather than as a man to be watched.

Advisory Committee at Work

The Federal Horticultural Board has issued notice of amendment of regulations concerning entry of Nursery stock into this country, on the lines stated in our report of recent Washington, D. C., conference, in the October *Bulletin*. Washing of earth from roots of imported plants is not to be required if the earth can be removed otherwise. An announcement (from the office of Secretary Wallace) says:

"All importations must as hitherto be freed from sand, soil, or earth by washing or other means. In other words, the condition of freedom from sand, soil, or earth is to be strictly maintained. Any importations not so cleaned will be refused entry. The advisory committee of the American Association of Nurserymen has given hearty agreement to this action. The membership of this committee includes J. W. Hill, Chairman, of Des Moines, Iowa; Paul C. Lindley, ex-officio, President of the American Association of Nurserymen, Pomona, N. C.; C. H. Perkins, Newark, N. Y.; Harlan P. Kelsey, Salem, Mass.; and M. R. Cashman, Owatonna, Minn., all of whom were present except Mr. Cashman."



Field of Hill's Silver Juniper Photographed in our Nursery last August

HILL'S SILVER JUNIPER

(*Juniperus Scopulorum*)

An Evergreen Every Nurseryman Should Grow

Hill's Silver Juniper is narrow, compact and symmetrical, with a beautiful silvery blue color. It has one single stem, in contrast to some varieties of Junipers with several stems. This makes it safe from heavy snows and winds. The inner foliage does not turn brown, as in the Irish and Swedish Junipers, but remains a good, healthy color throughout the tree.

Hill's Silver Juniper can be used anywhere that Junipers are needed in landscaping. In foundation plantings, borders, groups, masses or individuality. Its narrow habit of growth also makes it desirable in formal plantings or wherever a narrow Evergreen is needed.



Prices		10	100
6-8 inch 0 2 yr.	\$	\$10.00
10-12 inch xx Twice Transplanted	5.00	40.00
12-18 inch xx Twice Transplanted	6.00	50.00
1-1½ feet xx Twice Transplanted B & B...	7.50	65.00

o-Indicates never transplanted. Each x indicates one transplanting. B&B signifies balled and burlapped. 5 of same size at 10 rate 50 at 100 rate. Send for complete catalog.

The D. HILL NURSERY CO., Inc.,
Evergreen Specialists. Largest growers in America
BOX 402, DUNDEE, ILL.



PRIVET AND ROSES

In Good Supply

OF COURSE WE STILL HAVE A FAIRLY COMPLETE ASSORTMENT OF OTHER STANDARD NURSERY STOCK AND WILL BE GLAD TO PRICE YOUR LIST OF WANTS.

DELIVERY FALL OR SPRING

The Huntsville Wholesale Nurseries, Inc.,
1872 HUNTSVILLE, ALABAMA 1922

Wayside Gardens

**HARDY PERENNIAL PLANTS
EXCLUSIVELY**

Write for Trade List.

THE WAYSIDE GARDENS COMPANY
MENTOR, OHIO

AMERICAN NURSERYMAN

CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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Chief International Publication of the Kind

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One year, in advance	\$3.00
To Foreign Countries and Canada	2.50
Single Copies	.30

Advertisements should reach this office by the 25th of the month previous to the date of publication.

Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., NOV., 1922

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dawn of Nursery Trade Journalism."—John Watson.

Trade Associations

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; 1923 Convention, Chicago, Ill., June 27-29.

Pacific Coast Association of Nurserymen—C. A. Tonneson, secy., Burton, Wash.

Western Nurserymen's Association—George W. Holsinger, secy., Rosedale, Kan.; 1923 Convention, Kansas City, Mo., January.

Southwestern Nurserymen's Association—Thomas B. Foster, secy., Denton, Tex.

Southern Nurserymen's Association—O. W. Fraser, secy., Birmingham, Ala.

Eastern Nurserymen's Association—F. F. Rockwell, secy., Bridgeton, N. J.

New England Nurserymen's Association—Sheldon Robinson, secy., Lexington, Mass.

Northern Nurserymen's Retail Association—Robert Wedge, secy., Albert Lea, Minn. December 1922.

Western Canada Nurserymen's Association—T. A. Torgeson, secy., Estevan, Sask., Canada.

New Jersey Association of Nurserymen—K. M. Van Gelderen, secy., Long Branch, N. J.

Pennsylvania Association of Nurserymen—Henry T. Moon, secy., Morrisville, Pa.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., W. Newbury, Mass.

Iowa Nurserymen's Association—R. S. Herrick, secy., State House, Des Moines, Ia.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y. Feb. 1923 at Rochester, N. Y.

Illinois Nurserymen's Association—John A. Young, secy., Aurora, Ill.

California Association of Nurserymen—Mr. Grady, secy., San Francisco, Cal.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Connecticut Nurserymen's Association—Frank J. Ripplin, secy., Manchester, Conn.

Ohio Nurserymen's Association—Clarence Slebenthaler, secy., Dayton, O.

Rhode Island Nurserymen's Association—H. H. deWildt, secy., 521 Elmwood Ave., Providence, R. I.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.

When writing to advertisers just mention American Nurseryman.

ANOTHER INDORSEMENT

High indorsement of all that the American Nurseryman has said on the subject of a standard of ethics is voiced by Gerald W. McKenna in his excellent address before the Southwestern Nurserymen's Association. It has needed persistent agitation of the subject as a matter of education to meet careless practice and open argument in the opposite direction. As in all kinds of business there are Nursery concerns which had no need whatever for such education. Their sterling worth and high ideals have been an inspiration.

Too often it has been declared that argument for a higher plane for the Nursery industry generally is out of place. Scarcely a month passes that does not disclose expression of sound doctrine that nobly supports the consistent policy of the American Nurseryman. Mr. McKenna's address is one of these expressions. It is well worth reading and re-reading. It clinches the belief that right will prevail. It is a document which cannot be gainsaid.

MICHIGAN TO GET INTO LINE

B. J. Manahan, president of the Michigan State Association of Nurserymen, will shortly issue a call to all Michigan Nurserymen to attend a state meeting at Grand Rapids during the month of December, 1922.

The object of this meeting is to form a closer and more active State Association of Michigan Nurserymen. All Nurserymen are cordially invited to attend this meeting, whether members of the National Association or not.

Notice of date of meeting and location will be mailed to all Michigan Nurserymen within a short time.

Michigan has had a State Association for a number of years but during the past few years there has not been much activity or much co-operation between members. President Manahan with the assistance of a few leading Nurserymen, is endeavoring to form a good active state association which will be a benefit to every Nurseryman in the state.

The state and regional associations are the ones to which Nurserymen of the country must look for progressive action and practical results. Through co-operation and united work they can accomplish all that could be done in any other form of organization. They are already doing much in that line.

OSCAR P. BECKLEY

Of the founder and president of the Berryhill Nursery Co., who died last month, a Harrisburg, Pa., paper says:

Oscar P. Beckley, 42 years old, one of the founders and president of the Berryhill Nursery Co., with Nurseries in Sparta, Ky., Springfield, Ohio, and this city, died at 11:20 o'clock yesterday morning. He suffered a nervous breakdown six weeks ago. His death occurred at his home at Oak Park, near the Colonial Country Club, on Linglestown road.

A resident of Harrisburg for the past twenty-five years, Mr. Beckley was for a long time one of the foremost church workers of the city. He was president of the Harrisburg Federation of Churches and was active also in Y. M. C. A. work. With H. L. Carl, he taught the large men's Bible class of the Derry Street United Brethren Church and was prominent in the laymen's movement in the United Brethren churches.

Mr. Beckley began his business career as a printer's apprentice at the J. Horace McFarland Company, later branching out into

photographic work. While engaged in this line, he took pictures of President Taft and Roosevelt and many other prominent figures. When he left the McFarland company to establish the Berryhill Nursery Company, he held the position of sales manager.

Mr. Beckley was one of the leading landscape photographers of the country, having traveled extensively at home and abroad to gather material to illustrate lectures and embellish magazine pages. His photographs of trees, flowers and landscapes made him famous all over the country. In 1906, with the noted lecturer, Robison, he went to Messina, Italy, shortly after the earthquake to furnish photographs for Robison's lectures.

He is survived by his mother, Mrs. Frank B. Hamilton, of this city; his widow, three children, Park, Lucille and O. P. Beckley, Jr., and a stepbrother, Emery Hamilton, superintendent of the Springfield branch of the Berryhill Nursery Company.

A Harrisburg paper says editorially: "Mr Beckley was associated with so many worthy movements that it was natural to think of him as a part of any movement that had for its object the betterment of society in this city and vicinity. He was conspicuous in church work, the teacher of a large Bible class, a leader in the Church Federation group, an unassuming worker for Prohibition, active in strictly civic endeavor, an idealist with his feet on the ground."

WHEN ACTION MAY BE EXPECTED

Making light of cases reported by the Vigilance Committee of the American Association of Nurserymen and actual ignoring of charges against unscrupulous Nurserymen is a good way to get upon the statute books of other states than Georgia a bill to regulate Nurserymen's transactions such as that state is enforcing apparently to the letter. The present fall season has developed experience with the Georgia law. The Macon News says editorially: "The law will work a certain amount of annoyance all round, and in the last analysis where good Nurserymen—those who exercise a maximum care—must pay the penalty for those of their craft who were not equally diligent and not so conscientious."

When the point is reached where the "good" Nurseryman finds his own business actually damaged by the conduct of the unscrupulous Nurserymen, we believe there will be an honest-to-goodness hurry call sent in for action by a real Vigilance Committee. It'll be pretty late then.

Theo. F. Borst, President American Forestry Co., Boston, suggests that secretaries of state and regional associations can do effective work toward increasing membership in the A. A. N., by sending to members of their associations copies of the circular on this subject recently issued by Secretary Sizemore. The latter has given this his attention.

Commenting on the expulsion from the American Association of Nurserymen of H. M. Whiting, of Boston, Mass., and Geneva, N. Y., the Rural New Yorker says: "The Association of Nurserymen is to be congratulated on having as chairman of its vigilance committee a strong, fearless man in Paul C. Lindley of Pomona, N. C., who will not condone deception and questionable practices on the part of the members."

Collier's believes the great achievement of selling ourselves Progress is still ahead—not far away, but still ahead.

Say you saw it in AMERICAN NURSERYMAN

THE PLAIN FACTS

After all the argument and ceaseless criticism of public officials regarding protection of American agriculture and horticulture, the whole matter is summed up as Walter Collins O'Kane, deputy commissioner of agriculture of New Hampshire has put it.

"In some parts of the world, introduced pests have brought an actual revolution in agriculture and horticulture in those particular areas. By study and continuous effort and by better methods of control we should avoid such outcome here. But the history of other areas is a warning.

"To sum it all up, we have in the United States now a critically large number of introduced species of plant pests, capable of serious damage. At the best we cannot estimate what the losses will be when the pests now here have reached their ultimate spread. Certainly we cannot afford to have any others introduced, if there is any human way of avoiding it. The protection that is now afforded by the work of the Federal board is vital to the welfare of our agriculture and horticulture. We ought to have had it long ago."

FALL BUSINESS LIVELY

Special trade reports to the American Nurseryman show that the season's business, especially in the Eastern and Central states has been heavy and in numerous cases ahead of all previous seasons. There is a marked absence of surplus stock. Prices have been well maintained. The outlook for spring is bright. It's a business worth conserving. And right now while it is good, is the time to unite heartily in protecting it.

I. E. Ilgenfritz' Sons Co., Monroe, Mich., have sent out a souvenir of their seventy-fifth anniversary in the form of a combined desk pad and perpetual calendar in brushed brass frame which is the cleverest thing of the kind we have seen. Regardless of what else one has on his desk, he will treasure this by keeping it in constant use. It is a daily reminder of a remarkable record by one of the staunchest of American concerns.

T. E. Griesa, Lawrence, Kan., recently investigated a disturbance in his chicken yard at night and found what he supposed was a dog which he grabbed by the back of the neck and dragged to his cellar with the idea of returning it to the owner in the morning. In daylight the animal proved to be a vigorous coyote which had gnawed off the rope around its neck. Nurserymen of the effete East miss some of these western thrills.

At the recent convention of the Southwestern Association of Nurserymen Dean E. J. Kyle, of the A. and M. College of Texas, outlined the courses of studies offered for the training of young men for the Nursery profession. He stated that they offer a full term course devoted exclusively to the study of pecans, the only course offered in the United States.

U. S. civil service examinations will be held after November 21st for positions in Government service for Junior Agronomist, Junior Dairy Manufacturing Specialist, Junior in Home Economics, Junior Horticulturist, Junior Nematologist, Junior Plant Introducer, Junior Plant Pathologist, Junior Plant Physiologist, Junior Pomologist, Junior Seed Botanist, Junior Soil Scientist.

If you missed getting your adv. in the current issue of American Nurseryman send your copy for the mid-month AMERICAN NURSERY TRADE BULLETIN.

TREE PLANTING WEEK MOVEMENT

A "Tree Planting Week" instead of Tree Planting Day, Arbor Day, Fall Arbor Day, etc.

That is the subject of a lively drive started last month by the very active and progressive Illinois Nurserymen's Association which has put "Plan to Plant Another Tree" on the map.

Secretary J. A. Young started right in on October 10th to spread the news throughout the country.

And he spread it, calling in V. D. Hill to assist.

These gentlemen sent telegrams to officers of Nursery organizations, federal and state officials and others and letters to a prominent Nurseryman in each state and then to all Nurserymen; also letters to newspaper editors, Chambers of Commerce, civic clubs, etc.

A printed folder on "Tree Planting Week" containing two pages of suggestions on the tree planting was sent out widely. A sheet of suggestive articles for the use of newspapers—a press clipping sheet was sent to the newspapers of the country.

Governors were asked to make formal proclamation of the event.

The date set was October 27th-Nov. 3rd.

The time in which to do this work before the event was short. But even in the limited period much interest in the subject was aroused. Illinois and West Virginia governors proclaimed "Tree Planting Week" in response to this appeal.

The work this fall was for the most part preliminary. The big proposition will be "Tree Planting Week" in the spring. It is expected that Nurserymen all over the country will get behind this movement solidly and push it. It is an excellent idea in every way. Arbor Day is too short a period to accomplish much. A whole week is needed.

The Big Idea, then, will be annually "Tree Planting Week," both in the spring and fall.

Here are some of the telegrams and letters sent out from the office of the Secretary of the Illinois Nurserymen's Association last month:

Telegram.

Governor Len Small, Springfield, Ill.

You have set aside Oct. 27th as Fall Arbor Day. The press and many civic clubs have united with us in adopting Oct. 27th to Nov. 3rd inclusive as Tree Planting Week. Telegrams are being sent to governors of all the states asking them to proclaim Oct. 27th to Nov. 3rd inclusive as Tree Planting Week, in their state. The need of trees both fruit and ornamental as well as those for forestry purposes is apparent. Shrubs and flowers for adornment are necessary to the beauty of our state. Our home grounds, parks and roadsides as well as our farm homes need the beauty that can come only through the planting of trees and shrubs and flowers. Plan to Plant Another Tree Movement is organized to encourage tree planting and to teach the care of trees and shrubs and flowers after planting. Please proclaim at once Oct. 27th to Nov. 3rd inclusive as Illinois Tree Planting Week. Wire me your answer my expense.

Letters

Copy of letter sent to leading Nurserymen in each state:

"Plan to Plant Another Tree" is backed by the press and by many civic and agricultural clubs in a Tree Planting Week instead of A Tree or Arbor Day.

We wired you as per copy attached. Write to every Nurseryman in your state urging quick action on his part to put this over. It is a big thing for the Nursery industry. It is a big thing for every state and for each community.

It takes the combined efforts of all of us to put this over. Be sure to wire your govern-

or and back this up with all sorts of influence.

We are making every effort to have President Harding proclaim this nationally.

A letter is being sent to every Nurseryman in America urging immediate action. We are suggesting ideas for the Nurseryman to use in putting it over. Stir up some strong advertising in local papers.

There is no set plan—go it in your own way. Stir it up and get all the Nurserymen in your state to help drive it home.

We are working night and day to get quick action. Start this for this Fall and Spring of 1923 will be easy to put across the biggest planting ever made.

Keep me posted on progress, but do not lose sight of the fact that forty-seven other Nurserymen are doing the same thing you are doing and that the whole plan rests upon you for its success in your state.

Get out that letter to every Nurseryman in your state. Urge importance of quick action. Use every influence to put it across. The associated press and big dailies will be with us. This is our day for showing.

Wire your governor at once as follows: "National Tree Planting Week is October 27th to Nov. 3rd inclusive. Issue proclamation setting aside this week as Alabama Tree Planting Week." We are wiring all leading Nurserymen in every other state to do like, wise. Wire action taken by your governor.

Bulletin

Governor Small has heartily endorsed Tree Planting Week, October 27th-November 3rd.

Go to your mayor and ask him to issue a proclamation setting aside October 27th-November 3rd as Tree Planting Week in your community. Phone the mayor in all the small towns nearby and have them do likewise.

Get in touch with your superintendent of schools and call his attention to the fact that Fall Arbor Day is October 27th and that Governor Small heartily endorses National Tree Planting Week October 27th-November 3rd, and ask him to have each teacher announce this in the classes.

Line up all Nurserymen, florists, tree dealers, landscape agronomers, etc., and unite to run ads in your daily papers. A suggestive ad is enclosed. If it is too much use less space but use some ad.

Let all Nurserymen unite now to put over a big thing for all of us. This is our day.

To Key men for Nurserymen in each state:

Dear Fellow Nurserymen:

This is our day. Tree Planting Week October 27th to November 3rd will be the biggest thing ever put over by Nurserymen. It is to be proclaimed by the governors of many states. I am going to do my part. I know you will do yours.

Tree Planting Week must be advertised all over our state! Select one of the enclosed ads (the larger the better). Change it as you wish, except the heading. Take it to your newspaper or papers. Place your order for this space at once to run immediately.

If possible get two or three of the nearby Nurserymen to go in with you and each sign the ad, and use a full page. Also have the enclosed editorial run on the same days your ad appears.

Get your local Chamber of Commerce and other civic organizations to help put this across. Have your mayor proclaim this Tree Planting Week locally.

YOUR part in this big thing for Nurserymen must be done by you. This is a success, it is going over big. "Let's go."

To Newspapers:

Dear Mr. Advertising Manager:

Herewith please find copy of suggestive ad.

Set up an ad similar to this—put the Nurserymen, seedsmen, and florists' names at the bottom and take it around to them, asking each to pay his share. The larger fellow pays a larger amount than the smaller ones. The copy for this ad is a page. If you cannot get a page take a less sized ad.

See all Nurserymen, florists and seedsmen, landscape gardeners and tree dealers; also any public spirited citizen interested in improvement in territory nearest to you and

(Continued on page 111)

SPECIAL TRADE REPORTS

Will Have to Act Quick

Manchester, Conn., Oct. 13—We are just plumped up with orders,—18 to 20 per cent ahead of last year; we feel good. See no reason why the sales will not keep up and there is no reason but what many varieties of fruit stocks will be out of the market before spring. The gentleman who wants his wants covered should place his order early.

C. R. BURR & CO.

At Westminster, Md.

Westminster, Md., Oct. 12—While our experience may differ from the conditions of our brother Nurserymen, we find that up to date we have not booked over 50% of the orders we had one year ago. Some items, such as shade trees and shrubbery are moving rather slowly. There will be ample surplus to take care of business for the coming season. However, there are indications that there is going to be a shortage in two-year asparagus, two-year California privet and Amour river north privet; also No. 1, one year-old asparagus and the stronger grades of California and Amour river privet.

We think there will be an ample supply of apple, both one and two-year and peach trees to take care of all requirements. We find the large commercial planters are not very active in placing orders. We think this is due to the fact that prices of fruit are low and the prices of Nursery stock are a trifle above normal. The Nurserymen cannot well make lower prices when the present cost of production is taken into consideration.

We are receiving our normal amount of inquiries both from the wholesale and plant-

ers' trade, but not the normal amount of orders. We are looking forward with confidence, though, and hope that the usual amount of business will develop before the end of the spring packing season.

We would not advise large plantings in any special kind of Nursery stock for the next few years at least. This will help to control the over-productions of stock that so often in the past created a large surplus that had to be either sold at a loss or brushed.

WESTMINSTER NURSERY.

J. E. Stoner.

At Dansville, N. Y.

Dansville, N. Y., Oct. 11—Although we do not believe the demand for fruit trees, in which we specialize, is quite as strong now as it was at this time a year ago, business is good and looking better every day.

We feel confident that there will be a shortage in all kinds of fruit trees before the spring shipping season is well under way.

We have specialized in cherry trees for many years and are offering the largest and finest blocks for fall and spring that we have ever grown.

KELLY BROTHERS' NURSERIES.

R. A. Kelly.

A Surplus in Wisconsin

Pardeeville, Wis., Oct. 12—The business in Wisconsin this year will be light, scarcely up to last year.

There seems to be plenty of stock to fill all requirements, in fact a surplus in some lines.

NORTH STAR NURSERY CO.

A. S. Riley, Pres.

No Surplus Indicated

Girard, Pa., Oct. 12—Fall trade is unusually good. The indications are that the demand will exceed the supply and that there will not be any surplus for the brush pile. The dry weather of the past thirty days retarded the growth of some of the stock and it will not make the growth that we anticipated in August.

PENNSYLVANIA NURSERY COMPANY.

New Varieties of Fruits

Editor American Nurseryman:

You will probably be interested to know that we have eight varieties of apples, eight of peach, eight of plum and one of pear of new cross breed varieties to give the world next year. You have heard of Burbank in the West, but the public will hear of Jones in the East.

These are the best varieties which have ever been offered in U. S. A. Some of the apples as large as cantaloupes, peaches almost as sweet as sugar.

E. W. JONES NURSERY CO.

Woodlawn, Va.

Up To the Nurserymen

John S. Kerr, Sherman Tex., says that Texas needs a better peach than the Elberta, with equal shipping qualities; also it needs one or two earlier varieties better than Early Wheeler, Hiley or Carman. He says it is up to the Nurserymen to produce them. Also the Southwest needs an evergreen of pyramidal effect that will stand sudden cold and severe droughts.

If you missed getting your adv. in the current issue of American Nurseryman send your copy for the mid-month AMERICAN NURSERY TRADE BULLETIN.

SPECIALIZING IN

English Walnuts
Franquette Walnuts
Cherries
Carolina Poplars
Lombardy Poplars
Black Locusts
Climbing Roses

Car lots will be distributed from Eastern and other reshipping points this fall and next spring. Write for prices on your requirements.

OREGON NURSERY CO.
ORENCO, OREGON



20,000,000 STRAWBERRY PLANTS

The very cream of all varieties—rown on new lands, and absolutely true to name stock.

We are equipped to ship as many as 500,000 plants per day, and can send them direct to your patrons. Let us have your want list for special prices.

We guarantee prompt shipment and absolute satisfaction. We offer first class strawberry plants at right prices for your trade list.

This business is backed up by forty-four years of success, and it is the largest of its kind in the United States.

Send for wholesale prices today.

J. A. BAUER

LOCK BOX 38

JUDSONIA, ARKANSAS

President Kerr's Address

In his annual address at the Dallas Convention of the Southwestern Nurserymen's Association, President John S. Kerr said:

STANDARDIZATION—of our products is something that we have given too little attention to. First, we should strive to grow not only the best varieties but the best specimens and we should grade our stock more carefully than we have been in the habit of doing. On this point of grading, the Nurserymen of the Southwest are far behind our brother Nurserymen of the North and East. Anyone who has sold Nursery stock to our customers in the East readily recognizes this fact. If it is proper for us to give high grades to our customers East, why should it not be the proper thing to give the same to all our customers? It is important that the Nurserymen of the Southwest should give more attention to grading. Standardization of names also has been receiving much attention of late. Too many good varieties of Nursery stock are handled under various names. The Committee on Nomenclature and Standardization of the American Association of Nurserymen has gotten out a report on this line which is valuable and should be in the hands of every Southwestern Nurseryman and receive his careful attention, that we may have uniformity in the names of our various trees and plants.

SPECIALIZING—is a point that has been overlooked greatly by the Nurserymen of the South. Most Nurserymen try to grow everything, the consequence being that they do not reach as high a standard of excellence as if they specialized on certain lines. It is along the same idea that a man who is a "Jack of all Trades" is not specially good at any. The sooner we Nurserymen of the South learn to specialize on certain lines and to reach the highest excellence to be obtained with those lines, the better it will be for us.

CO-OPERATION—with the American Association of Nurserymen has been strenuously emphasized by the present President, Paul C. Lindley. He appeals to the Nurserymen throughout the country to appoint certain men who attend the American Association of Nurserymen to be affiliated with the Executive Committee of the American Association in order that the interests of the various sections of the country may be represented before the Executive Committee; and that these representatives may be from among the best men in the various sections. I suggest that the Southwestern

Association give attention to this matter and furnish such co-operation.

THE REVISED NURSERY INSPECTION LAW—like the poor, is always with us, and is a question that should receive the wisest consideration of the Nurserymen as well as of the law makers. My observation is that a great gulf exists between the practically trained mind and the theoretically trained mind along this line; in other words, the theorist insists upon his view to be covered by the Inspection Law and very often it is at variance with the practical mind which has the battles of every day life among trees and plants to fight. Fortunately for us, heretofore we have had reasonable action upon our inspection laws and have been able to meet upon a medium ground, but it is to the interest of the Nurserymen to exercise eternal vigilance lest the theoretic constituency shall go to extreme lengths in the revision of Nursery Inspection Laws. Just now, it is a well known fact, that some very drastic measures are proposed, such as Universal Tag for shipping and other things of like import. I am inclined to believe that Quarantine 37 is the outgrowth of this ultra-theoretic administration of our country's affairs, many things in it being unwise and contrary to the best interests of the country.

STANDARDS OF THE NURSERY BUSINESS—in our country may be largely improved in many ways. We need better marketing facilities, more co-operation among Nurserymen; we need higher standards of ethics, more aggressive ideas of business to grow and maintain better stocks of trees as already considered.

Billion-Dollar Insect Damage

The Department of Agriculture estimates at more than a billion dollars annually the amount of damage in this country from insects. While a large part of this damage is to farm crops, park and forest trees also pay a heavy toll, said Dr. Fred J. Seaver, in a recent lecture on the subject in the Museum building of the New York Botanical Garden.

There is scarcely a plant which does not have its enemy. In fact, from the time the seed is planted in the ground until the crop is matured and harvested, one incessant warfare against insect destroyers goes on. The cost of the ravages of insect pests which attack trees was placed by Dr. Seaver at \$100,000,000 a year.

The greatest damage is often done by introduced forms, such as the elm leaf beetle, gypsy moth and brown-tail moth, as well as many other less destructive pests.

Want Advertisements

NOTICE

A large Nursery in the vicinity of Philadelphia, doing high grade Ornamental Landscape work, desires to open in addition, an Agency business; wants a man who can secure and manage agents, selling trees, principally, within 50 miles of the metropolitan areas of New York and Philadelphia. This is an opportunity to "Head up," and develop a new Department with a long established, progressive firm. Only capable men with executive capacity should apply.

B-3 care of American Nurseryman

NURSERY MANAGER WANTED

A Southern Nursery Company, doing a retail business and employing from fifty to one hundred men in their nurseries, desires the services of an experienced nurseryman as manager or assistant manager—who has a good education and who understands propagating, planting, cultivating, grading and shipping of nursery stock and who can handle fifty to one hundred men efficiently.

This is a splendid opportunity for first class man to connect with a well-established firm. In reply give full particulars as to experience, age and salary.

B-1 this office.

TRAVELING SALESMAN WANTED

We are looking for a salesman to represent us among the wholesale Nursery trade to cover a large territory, one familiar with Evergreens and having experience as a salesman calling on the wholesale Nursery trade preferred. All replies confidential. This is a splendid opportunity for anyone who can qualify for this position.

The D. Hill Nursery Co.,
Box 402 Dundee, Ill

Position Wanted

By an
EXPERIENCED
RETAIL AGENCY MANAGER
B-2 this office

THIS SPACE

\$2.50 Per Month Under yearly Contract
Under less than yearly term:
\$2.80 Per Month

PERENNIALS

Hollyhocks, Hibiscus, Dianthus, Coreopsis, Pansies, \$4 100; \$35 1000; Hardy Phlox, Golden Glow, \$5.50 100;
Red Currants, 2 yr., \$6 100; Asparagus, 1 yr., \$7 1000; St. Regis, everbearing raspberries, \$15 1000. Packing free.

JOHN GRUBB
Churchville, Pa. Box N. 17

"P" you saw it in AMERICAN NURSERYMAN

WE OFFER JUNE BUDDED AND ONE YEAR PEACH; ONE YEAR APPLE; CALIFORNIA AND AMOOR RIVER PRIVET; STRAWBERRY PLANTS. LET US HAVE YOUR WANT LIST.

CHATTANOOGA NURSERIES, CHATTANOOGA, TENN.

P.S. We have also 200 bushels this season's natural Peach Seed; very fine for \$2.50 per bu.

PROSPEROUS MAIL ORDER

Nursery For Sale

In Western New York, with or without the real estate.

ADDRESS—B. X. c/o American Nurseryman, Rochester, N.Y.

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ADVERTISEMENTS

AMERICAN NURSERYMAN

First Forms: - 25th each month
Last Forms: - 27th each month

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First Forms: - 10th each month
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If proofs are wanted, copy should be in hand previous to above dates.

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GRAPE VINES A SPECIALTY

ALSO
CURRANTS, GOOSEBERRIES

Best Varieties. Well rooted.
WRITE FOR PRICE LIST.

T. S. HUBBARD CO., FREDONIA, N. Y.

PEACH SEED

Plant Tennessee Natural
Peach Seed, 1921 Crop.

Will be glad to quote prices

SOUTHERN NURSERY CO.,
Winchester, Tenn.

GENUINE N. C. PEACH PITS

Get our prices

It will be to your advantage to order seed NOW for Fall planting 1923.

J. Van Lindley Nursery Co.
Pomona, N. C.

FRUIT

Have a few Standard and Dwarf Pear and Quince to offer.

SHADE TREES

Large stock of Sugar Maples, 2 1/2 to 4 inches.
Nice block of transplanted American Elm, 1 1/2 to 3 inches.

Shrubs and Perennial Plants
General Assortment.

W. B. COLE, Painesville, Ohio

Say you saw it in AMERICAN NURSERYMAN.

SCARFF'S NURSERY

Headquarters For
SMALL FRUIT PLANTS and
LINING OUT STOCK

Strawberries	Hardwood Cuttings
Raspberries	Iris
Dewberries	Mulberries
Blackberries	Sage
Elderberries	Horseradish
Currants	Asparagus
Gooseberries	Khubarb
Grape Vines	Barberry Seedling
Privet	Aitha Seedling
Hydrangea P. G. Layers	Calycanthus Seedling
	Russian Olive Seedlings

Our list quotes lowest prices
W. N. Scarff & Sons, New Carlisle, O.

Twice-a-month
Nursery TradePublicity

On the 1st and 15th
American Nurseryman
Nursery Trade Bulletin

Trade Expansion

(Continued from page 100)

lemon growers of California put up all the money for the advertising of these products and the other 40% derive the same benefit as those who put up the money. If the enterprising and progressive growers sat down and refused to put up any money because 40% of the smaller growers refused to do their share, the orange and lemon industry would still be in the primitive condition it was before the intelligent and progressive men in that business decided to go ahead and boost their business regardless of the minority who stood out and who would profit by the investment of the others.

"Regarding the matter of prices, if the Nurserymen will adopt modern methods they will be able to market their products at prices that will pay them a fair return on their investment, and the amount of stock which may be offered by the small grower will not cut much figure in the long run. We cannot agree with you that the Nursery business is any different from any other kind of business. There are people who cut prices in every business, but the majority will get fair prices for their products if they will follow modern business methods.

"In reply to your criticism that we are working at the wrong end of the dilemma, would say that our views are shared and approved by such men as John Watson, former president of the American Association of Nurserymen; Ralph T. Olcott, editor of the American Nurseryman, J. A. Young, of the Aurora Nursery—who is today putting these ideas into actual practice—and many of the leading Nurserymen throughout the country.

In reply to your inquiry in regard to solution of the problem and your various questions in regard to finances and methods to be used, and how we would go about the matter if it were our job, would say that we would at once take the matter up with one or more of the biggest advertising agencies in this country. We would lay the matter fully before them, giving them our views from all angles and have them submit a definite plan of procedure, outlining a publicity and promotion program for a period of not less than three years, with estimate of cost and such other information as may be required. We would then have this plan brought up at the next meeting of the American Association of Nurserymen and the Pacific Coast Association of Nurserymen, and we are confident that when this plan is presented it will be found that many of the

imaginary obstacles and difficulties will disappear and the Nurserymen will discover that the Nursery business does not differ materially from any other line of business. "We believe that by having a live, progressive and aggressive man constantly at work throughout each state, something on the order of a county agent, whose duties it should be to give lectures in school houses, before parent-teachers organizations, civic clubs, etc., on the material, mental, and spiritual value of beauty, these lectures to be illustrated by colored slides showing new roses, fine varieties of hardy perennials, flowering shrubs, etc., so that people would have an opportunity to get acquainted with these plants and flowers; to address local Chambers of Commerce and other organizations on the value of making every town and city as attractive as possible and increasing interest in flower exhibitions, garden clubs, etc.—just as every other progressive line of business does—the question of price and many other elements in the business would solve themselves. The increase in business would secure to the Nurserymen a definite market and profit, and there is practically no limit to the possibilities of the Nursery business if the Nurserymen will use the same energy, intelligence and initiative that every other prosperous line of business shows. We are frank to say that if Henry Ford did not show any greater enterprise than the Nurserymen do as a rule, he certainly would not be selling five or six thousand cars a day, and there are hundreds of thousands of people who can afford to buy something which the Nurserymen have to sell to a dozen who can afford to buy an automobile.

"We are firmly of the opinion that sooner or later the Nurserymen will 'arrive' in the business world. Mr. Young is setting a most excellent example of how it can be done and his example will be followed in increasing numbers from year to year until similar progressive ideas and practices are in general use."

All this is practical thought for the good of the industry. Secretary Young of the Illinois Nurserymen's Association has urged Nurserymen generally to give this subject serious thought. "Burst a brain cell, if need be," he says, "and let us co-operate."

A recent subscriber to our Credit and Information List says:

Think it the best money we have ever Spent
NATIONAL FLORISTS' BOARD OF TRADE
48 Wall St., New York City

LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,

DERRY, N. H.

Evergreens
Lining Out Stock
Seedlings
Specimens

THE SCOTCH GROVE NURSERY
SCOTCH GROVE, IOWA.

Strawberries
Summer and Fall Bearing
Headquarters for Strawberries and Fruit Plants of all kinds. Raspberries, Blackberries, Currants, Gooseberries, Grapes, Fruit Trees, Roses, Shrubs, Eggs for Hatching, Crates, Baskets. Catalog free.
L. J. Farmer, Piquette, N. Y.

Make Yearly Contracts Now
For Trade Publicity in

American Nurseryman
American Nursery Trade Bulletin

TRANSPORTATION

The traffic bureau of the Rochester Chamber of Commerce has secured for Rochester and East Rochester Nurseries reduced rates on Nursery moss in carloads, minimum weight 30,000 pounds, from Northern New York state producing points.

In response to our Inquiry Secretary and Traffic Manager Charles Sizemore, of the American Association said October 17th:

"We have about completed our plans and received the necessary information for filing the complaint before the Interstate Commerce Commission with the endeavor to restore the old second class rating on Nursery stock and we are very much in hope of being able to file the complaint within the next thirty days.

"Quite a few of the members of the Association have written or wired the Secretary and Traffic Manager in regard to embargoes placed on their shipments of Nursery stock and all such requests have been taken up promptly both with the carriers and in to the Interstate Commerce Commission at Washington, D. C.

"We are still working with the Commission to have them to place Nursery stock on a specific priority basis or issue instructions to carriers to do that and are in hopes of having it done in the next few days. We have had this up with the Bureau of Service of the Commission for the past five weeks but they were of the opinion that all carriers would handle Nursery stock shipments with the usual promptness as they came under perishable freight but it seems as though some of the carriers have overlooked this. We are calling the Commission's attention to the seriousness of the situation and that it is absolutely necessary for Nursery stock shipments to move promptly; otherwise untold loss will accrue to the Nurserymen throughout the United States."

The U. S. Dept. Agr. is experimenting with the crossing of the Kieffer pear with Seckel, Bartlett, Anjou and others of high quality, in hope of obtaining varieties which will combine the health and vigor of Kieffer with the high quality of the other sorts.

Conditions in Oregon

Milton, Ore., Oct. 16—We have had a long, hot dry summer, but our stock has made up unusually well and we are now preparing to commence digging and shipping operations. Generally speaking, prices have been quite satisfactory. Business is very good with us, the only drawback being insufficient supply of the standard varieties of fruit trees. Collections have been very good considering the financial conditions which have prevailed throughout the country. Fruit growers have had short crops this year and only fair prices for their produce. We look for this condition to obtain for some time, yet it looks as though if prices are maintained at present levels with better crops another year, a tendency to save and improve methods of handling crops and labor, conditions will not be very bad.

We anticipate no surplus with us of any of the standard varieties. The Northwest Nurserymen are striving to keep the supply well within the demand and thus obtain a living price for stock. We find it pays to endeavor to maintain a careful check on the cost of production and base our prices accordingly. MILTON NURSERY CO.,

At Lawrence, Kansas

Lawrence, Kan., Oct. 18—Regarding the Nursery business outlook, this fall has been good, somewhat better than a year ago when we thought it was one of the best seasons in our history. We have our usual amount of orders in the office for spring at this time of the year. It is a little early for a good guess what the season will be. Many men who have been on a strike have not been able to take their orders and have countermanded. There should be a good country trade, as there has been but a light trade with the farmers for several years.

There seems to be a shortage of apple, pear, and some other items in small fruits.

T. E. GRIESA.

The Southwestern Association of Nurserymen has elected: President, George F. Verhalen, Scottsville, Tex.; vice-president, Edward Teas, Houston, Tex.; secretary-treasurer, Thomas B. Foster, Denton, Tex. Executive committeemen, the officers and George Parker, Fayetteville, Ark., and J. T. Foote, Durant, Okla.

ROSES

We offer the following list of field grown Roses, grown right and handed right for late Fall shipment, about 50-50 No. 1 and 11-2.

American Beauty—Red	F. K. Druschki—White	La. Detroit—Pink
Bessie Brown—White	Gen. Washington—Red	La. France—Pink
Capt. Christy—Pink	Gen. Jack—Red	La. France—White
Carolina Testout—Pink	Geo. Dickinson—Red	Luxemburg—Yellow
Dudley Cross—Pink	Killarney—Pink	Meteor—Red
Etoile De Lyon—Yellow	Killarney—White	Mme. Abel Chatenay—Pink
Etoile De France—Red	K. A. Victoria—White	Paul Neyron—Pink
Francis Kruger—Yellow	Lady Hillingdon—Yellow	Ulrich Brunner—Red

IN ADDITION TO LIST OF ROSES NAMED ABOVE GOOD ASSORTMENT OF GENERAL NURSERY STOCK. SEND US YOUR WANT LIST.

WAXAHACHIE NURSERY COMPANY, Waxahachie, Texas

BARBERRY SEEDLINGS

Our present crop is the best ever, both as to quantity and quality, also a nice lot of Ibota Privet and Ampelopsis Veitchii Seedlings.

We are now in a position to quote prices that we know will interest you and make you money.

C. E. WILSON & COMPANY
MANCHESTER, CONN.

BOX-BARBERRY

Went Over the Top this Season

Is there any wonder when it possesses the following qualities:

- 1—Absolute hardiness.
- 2—Ability to withstand severe shearing.
- 3—Uniformity in growth and habit.
- 4—Attractive autumn foliage effect.
- 5—Freedom from disease and insect attack.

We sold over a quarter of a million this year, next year it will be a million. Advertising in the leading horticultural journal will continue which will help your sales. Orders for lining out stock now being booked.

Woodmont Nurseries, Inc.,
The Elm City Nursery Co. New Haven, Conn.

BARBERRY SEEDLINGS

Our stock is fine this year, strong and generally branched out. Ask for our quotations. Also a good assortment of Shrubs for lining out; Evergreens in the best varieties; Roses Std., Low Budded, and Climbing; Perennials.

The
Evergreen Nursery Co.
Wilton, Conn.



BECOME A LANDSCAPE ARCHITECT
Dignified, Exclusive Profession not overrun with competitors. Crowded with opportunity for money-making and big fees. \$5,000 to \$10,000 incomes attained by experts. Easy to master under our correspondence methods. Diploma awarded. We assist students and graduates in getting started and developing their businesses. Established 1916. Write for information; it will open your eyes. Do it today.
American Landscape School, 33-F Newark, New York

WHEN YOU BUY RASPBERRY PLANTS WRITE US FOR PRICES

Columbian, Cumberland, Black Diamond, Plum Farmer and Cuthbert. Two Year Apple. One Year Apple and Sweet Cherry.

Silver Hill Nursery,
Chas. E. Kelley, Prop. Newark, N.Y.

Evergreens Roses

Biotas, Aurea Nana, Texana
Glaucia, Baker's, Chinese.
Cedars, Junipers, Cypress.
Shade Trees, Shrubs, Roses.

Send for Wholesale Price List

BAKER BROS. CO.
FORT WORTH, TEXAS

For Sale-NURSERY SPADES

30 Oliver Ames Nursery Strap Spades, price \$1.50 each. The above spades are extra strong light steel strap nursery spades and good value at the price offered.

The D. HILL NURSERY CO.
DUNDEE, ILLINOIS

MEN OF THE HOUR

"American Nurseryman" Series

George F. Verhalen

The new president of the Southwestern Association of Nurserymen was born November 21, 1885, at Marinette, Wisconsin. He moved to Chicago when 4 years old and lived there until 1901 when he moved to Elmhurst, Ill., a suburb, where he got his first taste of growing flowers, growing gladioli, daisies, asters, etc., which he carried into the Chicago market every morning on his way to St. Vincent's College.

He entered the College of Agriculture of the University of Illinois, September 1902, took a two-year special course, mostly horti-



GEO. F. VERHALEN, Scottsville, Texas cultural subjects, and left in June 1904. Was one of three Chicago boys taking agricultural course out of about 175 students. So green that others would laugh at questions which were common knowledge to farmer students.

Mr. Verhalen moved to Texas, January 1905, where his father took charge of a large commercial peach orchard. In 1907, with father and brother Raymond, he started a small Nursery of roses and a few ornamentals, which specialty they still hold, and which Nursery this season covers approximately one hundred and fifty acres. They grow and sell wholesale only. He has father, mother, brothers Raymond and Walter and sister Ruth, all living. Firstborn of the children. Unmarried.

There has always been a great love for flowers in the Verhalen family, even from the time of the father's boyhood when they lived over a store and he had flowers on the window sill. While living in Chicago they had considerable space around the home on which they always had flowers; and, when only a little fellow about ten, Mr. Verhalen recalls carrying small pansy and other bouquets to the corner of Lincoln and Sheffield Aves., an important street car line center and transfer, and selling them there at 10c to 25c.

"I like it in Texas and one could not hire me to live in the North again," says Mr. Verhalen. "So many opportunities for young men here. Do as well or better on low-priced land here as on the high-priced land of North. We are living in the oldest settled portion of Texas, not out on the wild and woolly prairies."

President Verhalen was secretary-treasur-

er of the Southwestern Association the last two years. He is a member of the Market Development committee of the American Association of Nurserymen and a director of the Texas Horticultural Society.

Edward Teas

Did you ever see a Teas' Weeping Mulberry? Yes? Well, this is the discoverer. Way back in the 30's a little barefoot boy in his father's Nursery observed a mulberry tree growing flat on the ground like a vine and called his father's attention to it, who at once recognized it as a weeping tree and grafted it standard height and today it is considered the most satisfactory weeping tree in cultivation and known all over the world.

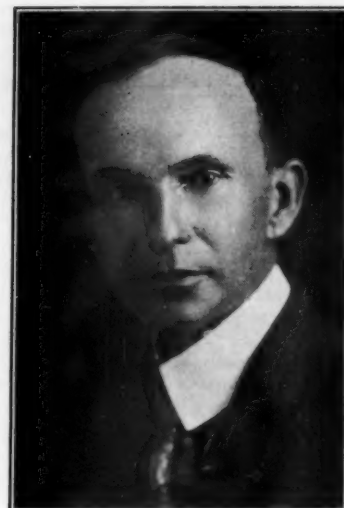
This Nursery was one of the pioneers in American horticulture, having been established by the late John C. Teas in Indiana in 1842 and removed to Carthage, Missouri, in 1868. It contained one of the largest and most complete collections of fruit and ornamental trees in the United States, including many hundreds of varieties of apples and an unusually large assortment of peaches, pears and other fruits, shade and ornamental trees, shrubs and flowers.

Edward Teas was raised from infancy in an environment of horticultural work. His earlier years were spent in active service in his father's Nursery of which he became junior partner, John C. Teas & Son, growing stock chiefly for the wholesale trade. Later he established a Nursery and greenhouses at Joplin, Missouri, where he also took up the work of landscape development, working in connection with some of the well-known landscape firms of the country and developed a successful business throughout Missouri, Kansas and Arkansas.

Seventeen years ago, when trains to South Texas ran in sections, bringing homeseekers from the colder portion of the country, Mr. Teas went to Houston. Experimental plantings of Satsuma orange trees which had been made some years before gave evidence of remarkable success. Instances were cited where eleven crates of oranges had been gathered from one young tree and indications pointed to great possibilities in orange development. Visions of orange groves springing up everywhere amid scenes of tropical verdure, where the birds sang and the roses bloomed all winter long without interruption led one to believe the gates of paradise had again swung open, welcoming man back to his Edenic estate.

As the scenes shifted to Houston, he formed a corporation to grow orange and other citrus stock for orchard developments and within three years had half a million young trees under cultivation, including budding stocks. Then came cold, cold winters, the coldest known to the oldest inhabitants and hopes turned to ashes; but, as it is written, "there shall be beauty for ashes," attention was again turned to landscape development in this new old country where the semi-tropical climate and fertile soil offer great opportunities for the creation of beautiful surroundings, but where the merits of the work had not been worked out according to local conditions, with the use of trees, shrubs and flowers adapted to peculiar soil and climatic conditions.

Years of study and experiment and ac-



EDWARD TEAS, Houston, Texas

quaintance with new or unknown species has resulted in well rewarded efforts and the evidence is everywhere seen in the beautiful home grounds and pleasant environments of this locality. While many of the old garden favorites of the North and East will not thrive here, their places are more than filled by the host of semitropical trees and plants which add beauty and color to the southern landscape, and beautiful home grounds and surroundings are becoming the rule and the advantages are everywhere recognized both from a standard of elegance and refinement as well as the most profitable investment.

More than a thousand species and varieties are now under cultivation in the Nursery. In the broad field of landscape planting they find their places of usefulness and adaptability.

Mr. Teas was elected vice-president of the Southwestern Association of Nurserymen at the recent convention.

Thomas B. Foster

Thomas B. Foster, secretary of Southwestern Association of Nurserymen, was born in Tyler, Texas, December 7, 1892. His first Nursery work was tying buds in his



THOMAS B. FOSTER, Denton, Texas father's Nursery at the age of ten. Since taking a course in agriculture and horticulture in the North Texas State Normal College he has been associated with his father, John L. Foster, in the management and ownership of the Foster Nurseries, Denton. He spent one year in California studying the different phases of the Nursery business. He is married, has one daughter 15 months

old; is a member of the Baptist church, Kiwanis Club, and several fraternal organizations. He hopes to see broadleaved evergreens planted and growing successfully in the yard of every home in the South and West.

The Foster Nurseries were founded at Tyler, Texas, in 1888, by John L. Foster. In 1909 the Nurseries were moved from Tyler to Denton, Texas. They have introduced a number of varieties of fruits and ornamentals, among them the Victor peach, for many years the earliest of all peaches.

Tree Planting Week

(Continued from page 105)

get them to run this ad and other ads, the week beginning October 22nd.

Here is an industry that has big possibilities in advertising. Your own keenness of advertising value in this movement will no doubt cause you to make of this a good thing for your paper. It will be a big thing for your community in the value of added trees, shrubs and flowers.

Some governors have already proclaimed Tree Planting Week. Others will do so.

I will be pleased to hear from you and to have copy of the ads which are run in your paper.

Thanking you for your co-operation.

To 2290 Chambers of Commerce:

Dear Mr. Secretary:

National Tree Planting Week is set for October 27th-November 3rd.

You will receive a bulletin in a few days from the United States Chamber of Commerce bearing on the subject of Tree Planting Week.

Please notice the enclosed bulletin giving suggestion about how you can help to put this thing over and better your city.

If your mayor has not already proclaimed Tree Planting Week have him do so at once. Please carry out at least one of the suggestions on the enclosed leaflet.

Help this good work along and drop me a line saying what you will do.

When writing to advertisers just mention American Nurseryman.

PLAN TO PLANT ANOTHER TREE

Nurserymen and florists from all sections of America are tying up to "Plan to Plant Another Tree." The movement is to encourage tree planting and by this we mean shrubs and flowers as well. The movement is being sponsored by the 4000 Nurserymen of the Nursery industry and by the 18000 florists who handle Nursery stock.

All civic and agricultural clubs, farmers' clubs and farm bureaus are ready to co-operate with us. These clubs know the value of tree and shrub planting in their community. They are always anxious to do anything for civic betterment. Many such clubs and especially the chambers of commerce have already given us a lift.

The Plan to Plant Another Tree Movement has been financed by subscriptions and has cost but little money compared with the value it has been to the Nursery industry.

So that all may know how the money is being spent, we publish below a list of subscribers, and a statement as to money expended.

Total Receipts Subscriptions Paid

Klehm's Nurseries, Arlington Heights, Ill.	\$ 100.00
Aurora Nurseries, Aurora, Ill.	100.00
Peterson Nursery Co., Chicago, Ill.	100.00
Onarga Nursery, Onarga, Ill.	50.00
Arthur Bryant & Son, Princeton, Ill.	50.00
Mount Arbor Nurseries, Shenandoah, Iowa	25.00
Jackson & Perkins, Newark, N. Y.	100.00
W. A. Beaudry, Chicago, Ill.	50.00
D. Hill Nursery, Dundee, Ill.	100.00
Hopedale Nurseries, Hopedale, Ill.	5.00
Ravinia Nursery, Highland Park, Ill.	50.00
Stark Bros., Louisiana, Mo.	25.00
Swain Nelson & Sons, Chicago, Ill.	100.00
A. Washburn & Sons, Bloomington, Ill.	5.00
D. Brammersbush, Decatur, Ill.	10.00

(Continued on page 114)

KIRKMAN'S TREES

CALIFORNIA AND OREGON GROWN

FRUIT TREES GRAPE VINES

APPLES, CHERRIES, PEARS, PLUMS, PRUNES, PEACHES, etc. More than five million Trees and Vines growing in our several nurseries.

SUBMIT YOUR WANT LIST. CAR LOT ORDERS SOLICITED

(Member of the Nurserymen's Bud Selection Association of California.)

P. O. Box 604
FRESNO,
CALIFORNIA

Kirkman's Nurseries,
W. T. Kirkman Jr., Pres.

VINCENNES NURSERIES

W. C. REED & SON, PROP.

VINCENNES, INDIANA

CHERRY, 2 YEAR, ALL SOLD
CHERRY, ONE YEAR, 11/16 UP
CHERRY, ONE YEAR, 9/16 TO 11/16
CHERRY, ONE YEAR, 7/16 TO 9/16
CHERRY, ONE YEAR, 2 TO 3 FEET
KEIFFER PEAR, 2 YEAR, ALL GRADES
PEACH, ONE YEAR, LEADING VARIETIES
PLUM ON PLUM, 2 YEAR, EUROPEAN AND BURBANK
HANSEN HYBRIDS, 2 YEAR, ON AMERICAN ROOTS
PLUM AND APRICOT, ONE YEAR, ON PEACH
GOOSEBERRY, ONE AND TWO YEAR

Our Blocks of One Year Cherry are largest in the U. S.
Grown on New Land. Buy Early and be assured of a supply

J. H. SKINNER & CO.

TOPEKA . . . KANSAS

We offer for Fall 1922--

Apple Seedlings

Japan Pear Seedlings

Forest Tree Seedlings:

American White Elm Black Locust Honey Locust
Catalpa Speciosa

Spirea Van Houtti

1 year, for transplanting, also 2 to 3 ft. and 3 to 4 ft. stock

THOROUGHLY MATURED SEEDLINGS JAPAN PEAR MYROBOLAN

Apple now sold out.

Despite our large supply of apple seedlings, we are now sold out. Discriminating buyers bought early and heavily. Some of them also ordered their next year's supply, so they would be sure to get our thoroughly matured, well graded, splendidly rooted stocks.

When you consider that our seedlings are grown on clean, new soil, never before in nursery stock, that we have moisture under control, and crisp, dry fall weather to mature our stock; you can understand why our seedlings excel.

Washington Nursery Co., Toppenish, Wash.
(IN THE FAMOUS YAKIMA VALLEY)

PEACH PITS

THE HOWARD HICKORY CO.
HICKORY, N. C.

BOULDER CREST NURSERIES

Route No. 3, Box 216, Atlanta, Ga.

10 M 1 year peaches
50 M Junebud peaches
12 M 1 yr. apples
6 M 2 yr. apples, 3 M Figs, 3 to 4 ft.

SEEDS SEEDS and PLANTS PLANTS

We have the following to offer, (new crop)
Turnip Seeds, Mustard Seed, Cabbage Seed, Long Island Green, Bermuda Onion Seed, Tenorille Crown, Strawberry Plants, Kiondike and Everbearing. Flowers, Bulbs, and Nursery Stock of all kinds.
Wholesale prices upon request. WRITE US before you place your order.

The LILYLAND FARMS Starkville, Miss.

We are large growers of Fruit and Nut trees, Ornamentals and ROSES. Give us a trial. We know the quality of our stock will please you.

INTER-STATE NURSERIES,
C. M. GRIFFING & CO., PROPS.,
JACKSONVILLE, FLORIDA

TREE SEEDS

Send for catalog listing Tree, Shrub, Perennial and Evergreen Seed. Collected from all parts of the world.

CONYERS B. FLEU, JR.
6628 Ross St., Germantown, Philadelphia

Ampelopsis Veitchii 300,000

two year, 10 in. to 12 yr. for retailing and lining out. Some XX heavy tops and roots. Satisfaction in all grades. Superior to general stock, grown thin, so much stronger roots. It is not the cheapest, but the best. Get particulars before purchasing elsewhere.

CHARLES BLACK, Hightstown, New Jersey

say you saw it in AMERICAN NURSERYMAN

Obituary

Oscar P. Beckley

Editor American Nurseryman:

Oscar P. Beckley, proprietor of the Berry Hill Nursery, Harrisburg, Penn., died on October 15th.

Mr. Beckley has undoubtedly done more than anyone else in the world to tell the truth, the whole truth and nothing but the truth about the products of Nursery and seed trade. Nurserymen and seedsmen will remember the exaggerated wood cuts previous to 1898. Mr. Beckley came in just at the time the photographers got outdoors.



OSCAR P. BECKLEY

His predecessor in outdoor photography was Mr. Lendall Hallock who took pictures in the Arboretum of Mr. Chas. A. Dana for Mr. Wm. Falconer, editor of Gardening. J. Horace McFarland Company were printing catalogues for many Nurseries and seedsmen. Very few photographs of their products were available because the village photographers did not get away from their skylight and cast iron clamp and the itinerate photographer took mainly the horse, the house and a group of school children.

Mr. McFarland said he had found a man in the composing room working overtime to work out problems in type setting and he believed he would make a good photographer.

Mr. Beckley started out with the highest possible enthusiasm, industry, tact, modesty and honesty to do the most within his power for the Nurserymen and seedsmen. If sunrise and sunset gave the best light he was there. If the morning dew made the spider webs conspicuous he would sweep them off. If a long trip with a slow horse necessitated changing plates at 11 p. m., to be ready for sunrise he would do it without complaint. Mr. Beckley believed in working early and late when the light was best for soft landscapes, not in the middle of the day when as he said, "the picture looks like soot and whitewash."

The mecca of landscape and materials for landscape at that time was Boston and the Arnold Arboretum. Prof. Sargent gave Mr. Beckley every facility in the Arnold Arboretum and on his private estate and the magnificent gardens in the vicinity.

Mr. Harlan P. Kelsey would pull down his roll top desk with a pile of unanswered correspondence and go out with Mr. Beckley. Mr. Beckley got a Stanley steamer automobile. He was on the job when the flower and the light were right. For two years it

was almost impossible for the Nurserymen and seedsmen to pull him away from Boston.

The great difficulty with the utilization of these pictures is that those who made the garden did not write or dictate the story at the time describing the result aimed for and the process by which it was attained, illustrating it with sketches or other photographs so that all might get full value.

Mr. Beckley traveled widely, spent many months at various Nurseries as on the Biltmore estate where the late George W. Vanderbilt was developing, with the aid of Mr. Gifford Pinchot, a great economic forest and with the aid of Olmsted Bros., and Mr. Beadle one of the finest Nurseries in the country. The Biltmore Nursery catalogues will long remain examples of the best type of illustration, even superior to those of England, France, Germany or Japan. It was perhaps in the South that Mr. Beckley's photographs led the way towards the best catalogues as in the Nurseries of P. J. Berckmans Company, Augusta, Georgia, J. Van Lindley Nursery Co., Pomona, North Carolina, Glen St. Mary Nurseries and other Nurseries in Florida; also Harlan P. Kelsey, Pinola, North Carolina.

The seedsmen will have to tell of the hundreds of thousands of home gardens that Mr. Beckley helped to develop. Wherever Mr. Beckley went he was a welcome guest.

After developing and organizing the photographic department of the Mt. Pleasant Printery, Mr. Beckley helped Nurserymen and seedsmen get their material ready for the printer. He went out as a representative on the difficult task of prying loose the manuscript and selecting the pictures for the Nurserymen and seedsmen. His accurate knowledge of the ideals of each client,

of the needs of his trade and the best possible presentation of the product, developed rapidly a new and better type of Nursery and seed catalogue.

When the American Nurserymen's Association decided to put on a Market Development campaign, Mr. Beckley helped prepare two booklets for them, "Home Grounds," by L. H. Bailey and "Fruits for Home Grounds," by U. P. Hedrick. Had Mr. Beckley continued in the work and had it met the support of the Nurseries, there would probably have been prepared a series fitted to various regions and classes of planters, for Mr. Beckley had the ability to draw out from each Nurseryman and seedsmen his best but indefinite ideas and put them in concrete shape.

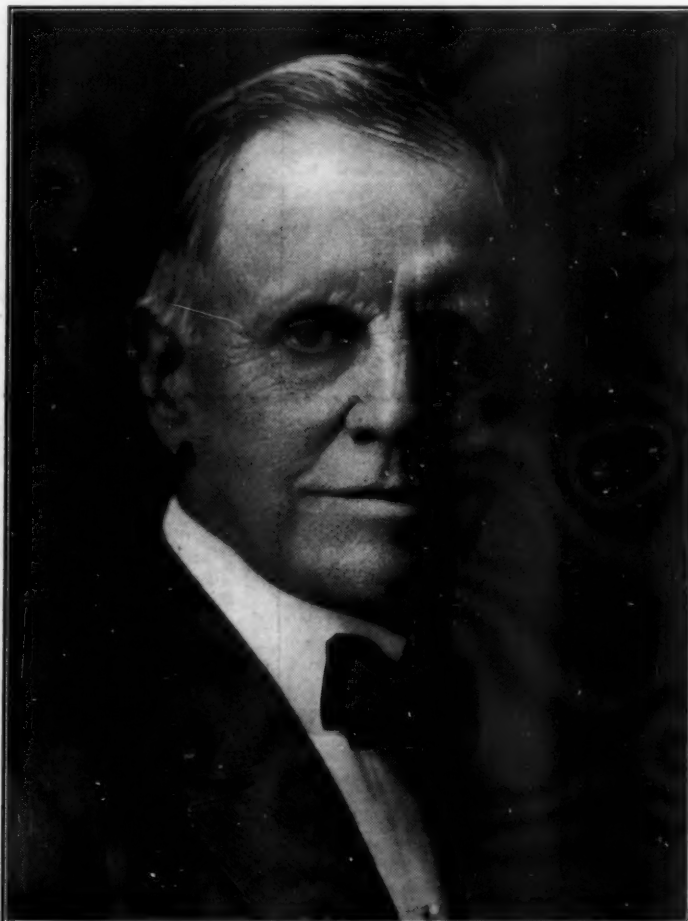
Mr. Beckley saw an advertisement of land with the finest oak in Dauphin County, Pa. He bought the land, started a Nursery and encouraged the development of a suburban colony and country club. In Harrisburg he established a flower store and landscape service. He organized branches in Ohio and Kentucky.

For many years Mr. Beckley attended the conventions of the florists, Nurserymen and seedsmen, exhibiting photographs and catalogues.

As a citizen of Harrisburg, Mr. Beckley gave largely of his time and efforts to the upbuilding of church, Sunday School and community welfare. His son, Park Beckley, studied horticulture at Cornell University and Massachusetts Agricultural College.

A fitting memorial to Mr. Beckley would be to carry on his ideas to make America a better place to live, more fruited and more beautiful.

HENRY HICKS.



J. M. UNDERWOOD, Lake City, Minn.
Founder Jewell Nursery Company



A BLOCK OF OUR ONE YEAR, OKLA. GROWN, APPLE EARLY IN AUGUST.

There are no better trees grown. Buy your Apple Grafts and Seedlings from us and grow Apple like these.
APPLE SEEDLINGS **JAPAN PEAR SEEDLINGS**

Following varieties Forest Tree Seedlings:

BLACK LOCUST
SOFT MAPLE

AMERICAN WHITE ELM
HONEY LOCUST

OSAGE ORANGE
CATALPA SPECIOSA

RUSSIAN MULBERRY

We also offer for late fall or spring shipment:

Catalpa Bungei, Grape Vines, Spirea Van Houttei as well as our usual line of nursery stock of all kinds.

The F. H. STANNARD NURSERY COMPANY, Ottawa, Kan.

**NATIVE BROAD-LEAVED
 EVERGREENS**

Ornamental Trees,

Shrubs, Vines, Woody and Herbaceous
 Plants of the Blue Ridge Mountains
 Collections to Order in Carload Lots a
 Specialty.

Correspondence solicited from large planters
 Ask for Price List.

E. C. ROBBINS, PINEOLA,
 Avery County, North Carolina

In Memory of J. M. Underwood

A. W. Latham, secretary emeritus and
 Secretary R. S. Macintosh of the Minn.
 Hort. Soc., in the October issue of the Min-
 nesota Horticulturist have a five-page ap-
 preciation of the life work of J. M. Under-
 wood, the founder of the Jewell Nursery
 Co., Lake City, Minn., whose death was re-
 corded recently in the American Nursery-
 man. A fine portrait of Mr. Underwood is
 presented herewith.

When writing to advertisers just mention
 American Nurseryman.

Wanted position as superintendent of
 a reliable nursery and will take some
 stock in same. Have 25 years' experi-
 ence in nursery propagation and three
 years' experience in landscape garden
 work.

E. W. JONES, Woodlawn, Va.

**Lucretia dewberry, Apple
 and Pear grafts and
 Grape cutting.**

BEN L. MARSHALL
 PAW PAW - MICHIGAN

Grape Vines, 2 yr., No. 1 and 1 yr.
 No. 1. One Year Apple 4-5, 3-4,
 2-3 feet. Raspberries and Or-
 chard Scions

TROY NURSERIES

W. N. ADAIR, Prop. TROY, KANSAS

COMMERCIAL NURSERY CO.
 DECHERD, TENNESSEE

We offer Peach, Plum and Apple,
 first class stock. Also have Pecans and
 Japan Persimmon for sale. June Buds
 Peach our specialty. Fine lot. Write us.

TREES and PLANTS

We offer the trade a full line of fruit trees,
 gooseberries, currants, loganberry plants,
 roses, etc., at close prices for Fall delivery
 92.2 Send us your want list.

Benedict Nursery Co. 185 E. 87th St., N
 Portland, Ore.

Landscape Photographs

Every Landscapeman should use our photos
 when soliciting landscape orders. Our views
 are good and are doing fine for many nursery
 firms. Start now using them.

Write for our numbered circular.

B. F. Coniglsky, 227 N. Adams St., Peoria, Ill.

Quercus palustris (Pin Oak)
Fraxinus americana
 (White Ash)
Populus nigra fastigiata
 (Lombardy Poplar)
Ulmus monumentalis
 (Cornish Elm)

Ask for our prices before ordering

AUDUBON NURSERY
H. VERZAAL, General Manager
WILMINGTON, P. O. Box 275 N. C.

APPLE SEEDLINGS

All Grades

JAPAN PEAR SEEDLINGS

All Grades

Our seedlings will be late dug
 and well matured. Safe arrival
 and satisfaction guaranteed.

M. L. TAYLOR
 PERRY, KANSAS

SURPLUS

Red Oaks, Pin Oaks, American, English and Silver
 Linden, White Dogwood, American Elms, English
 Beech, Norway, Sycamore and Silver Maples. Amer-
 ican Arborvitae, Pyramidal Arborvitae, Hemlock
 Spruce, Norway Spruce. Thunberg's Barberry 12-
 18" and 18-24". California Privet 12-18", 18-24"
 and 2-3 feet.

The RAKESTRAW-PYLE CO.
 KENNETT SQUARE, PA.

To The Trade Only

We offer for delivery Fall 1922 or Spring 1923 a large and well assorted block of Fruit trees comprised of

APPLE PEAR
CHERRY PEACH
APRICOT NECTARINE
PLUM PRUNE

and a particularly fine lot of
GOOSEBERRY and CURRANT
in both one and two year olds.

ROSES and ORNAMENTALS

Headquarters for Nursery Supplies

PORTLAND WHOLESALE NURSERY Co.

971 SANDY BOULEVARD, PORTLAND, OREGON

E. P. BERNARDIN

Parsons Wholesale Nurseries

Parsons, Kansas

Established 1870

HEADQUARTERS for Early Harvest
B. B. root grown.

SPECIALIZES IN
AMOR RIVER NORTH PRIVET.
BUNGEI CATALPA.

BIOTAS. Best evergreens for the
great southwest

SHADE TREES. Large stock, all
sizes.

ORNAMENTALS. Grown for land-
scape work.

Correspondence solicited.

STRAWBERRY PLANTS

Everbearing and standard varieties.
We grow 5,000,000 to 10,000,000 annually
on new grounds. Raspberry plants
and blackberry plants. 1,000,000 as-
paragus plants; best that is possible to
grow. 100,000 Horseradish. Concord
grape vines. Write for prices.
F. W. DIXON, HOLTON, KANSAS.

Special for Fall

Cornus Elegantissima, 2-3 and 3-4 ft.
Also **Shrubs and Herbaceous Plants**
in good assortment.

T. R. NORMAN, Painesville, Ohio

PLAN TO PLANT ANOTHER TREE

(Continued from page 111)

H. C. Burridge, Libertyville, Ill.....	5.00
Harry Kadlec, Evanston, Ill.....	10.00
Littleford Nursery, Downers Grove, Ill.....	25.00
Cicero Nursery, Cicero, Ill.....	25.00
Pfunds Nursery, Elmhurst, Ill.....	10.00
Sale of Rubber Stamps.....	13.92
Sale of Signs.....	215.01
Mrs. J. N. Bondurant, Paxton, Ill....	3.00
P. H. Farber, Rochester, N. Y.....	3.00
Jim Parker, Tecumseh, Okla.....	3.00
Stuart Smith, Libertyville, Ill.....	3.00
LeRoy Cady, St. Paul, Minn.....	3.00
Albert Schulze, Golden Eagle, Ill....	3.00
A. T. Peterson, Wheaton, Ill.....	3.00
Victor Manse, Morgan Park, Ill.....	5.00
American Ass'n Nurserymen.....	1000.00
Southern Nursery Ass'n.....	100.00
Illinois Nurserymen's Ass'n.....	250.00
Aurora, Nursery Company, Aurora, Ill.....	100.00
D. Hill Nursery, Dundee, Ill.....	100.00
Petersons Nursery, Chicago, Ill.....	100.00
Onarga Nursery, Onarga, Ill.....	50.00
Littlefords Nursery, Downers Grove, Ill.....	25.00
Pfunds Nursery, Elmhurst, Ill.....	25.00

\$2949.93

Expenses

March 8. Motion Picture Slides.....	\$180.00
" 8. Rubber Stamps.....	9.57
April 20. Eugene Smith Printing Co..	77.00
" 20. Stamps, Stenographer, and Supplies for March.....	125.42
May 20. Letter Shop for Form Let- ters.....	105.03
" 20. Pictorial Prtg. Co.....	33.25
" 20. Envelopes.....	3.80
" 20. Stenographer and Supplies for April.....	57.35
" 20. Clipping Bureau.....	10.55
June 1. Lawyer's Fee.....	5.00
" 1. Signs, Metal.....	115.00
July 1. Stenographer, Supplies, Stamps, etc., for June....	181.08
" 1. Express on Signs to Detroit	9.60
" 1. George Klehm, Expenses....	1.60
" 15. Press Clipping Bureau.....	5.00
" 15. Detroit Distributing Co....	27.50
" 15. Expenses Chicago Meeting Ex. Comm.....	9.81
Aug. 3. Press Clipping Bureau.....	5.00
" 3. Envelopes.....	12.50
" 3. F. B. White, Services.....	3.00
July 24. E. C. Funken & Co.....	6.00
" 28. E. C. Pratt, Photo.....	1.11
" 31. Stenographer for July....	46.36

" 31. Stamps and Supplies for July.....	81.31
Aug. 1. Expenses of Conference on Plan to Plant Another Tree.....	25.00
" 9. Freight and Express.....	14.30
" 19. Printing.....	56.25
" 19. Moss for Pageant.....	2.50
" 31. Stamps and Supplies for August.....	161.18
" 31. Stenographer.....	107.73

\$1478.80

Total Money Received....\$2949.93

Total Money Expended.... 1478.80

Balance on Hand.....\$1471.13

Subscriptions for Plan to Plant Another
Tree Movement will be very acceptable and
should be remitted to:

J. A. Young, Secretary, Aurora, Ill., or to
V. D. Hill, Assistant, Dundee, Ill.

Fine Apple Seedlings and Grafts

Topeka, Kan.—Growth of stock in this vi-
cinity has been unusually good. We never
have grown better seedlings. Apple grafts
are an excellent stand and have made the
best growth in years. The same is true of
two-year apple and on-year peach. They
will run largely to the No. 1 grade. Orders
for early fall delivery have been heavier
than we cared to book.

Apple trees are advanced in price which
means an increased demand for apple seed-
lings.

The writer during the past season made
two automobile trips covering approximately
eleven thousand miles, visiting Nurserymen
from Alabama to the Great Lakes and as
far west as Oregon, touching some seven-
teen states. Every Nurseryman we met
seemed to be feeling fine over the outlook.
We don't recall meeting a single "calamity
howler."

L. R. TAYLOR & SONS.
E. R. Taylor.

The management of the Mid-West Horti-
cultural Exposition Council Bluffs, Ia., Nov.
13-18, announces that a railroad round trip
rate of a fare and a half on the certificate
plan has been granted for the occasion by
most of the railroad companies.

If you missed getting your adv. in th
current issue of American Nurseryman send
your copy for the mid-month AMERICAN
NURSERY TRADE BULLETIN.

The Whole Subject of Nursery Trade Publicity

By a system exclusively its own, this publishing company covers the American Nur-
sery Trade thoroughly. Advertisements entrusted to its care are published first in the
"American Nurseryman," through which they reach subscribers, and then are published
in the "American Nursery Trade Bulletin" through which they reach the remainder of
the trade. The rate for advertisements covers the double service, on the 1st and 15th
each month. Forms close on the 25th.

BETTER THAN ANY TRADE DIRECTORY—Mailing Lists changed daily.

American Nurseryman and American Nursery Trade Bulletin

ALL ADVERTISEMENTS ARE RUN IN BOTH PUBLICATIONS
ABSOLUTELY COVERING THE TRADE

FOR THOSE WHO DO NOT ALREADY KNOW

BUSINESS Announcements in this Chief Exponent of the Trade reach the Nursery-
men of every State in the Union. An absolutely independent publication. Edited
by the Founder and Dean of Nursery Trade Journalism in America, it continues its
pronounced lead in movements which have characterized trade progress for a quarter
of a century. Practically every important action on the part of Nursery organizations
of the country, national, district and state, has been urged and foreshadowed in the
columns of the "American Nurseryman" for months or years beforehand.

That is an unparalleled record. The proof is in print in the files of this journal,
open to all.

THE AMERICAN NURSERYMAN, 39 State Street, ROCHESTER, N. Y.

ADVTG. \$2.50 INCH.

CHIEF EXPONENT OF THE NURSERY TRADE.

SUBN. \$2.00 YEAR

American Nurseryman Advt's. Are Included in American Nursery Trade Bulletin Monthly

TRADE SENTIMENT

A letter recently received from President
Robert Pyle of the Conard & Jones Com-
pany says: "Your recent issue serves to
reinforce a conviction that has been grow-
ing with me that you are alive to the in-
terests of the Nurserymen and sensitive to
their needs. I want you to know that some
of us appreciate the fact that we have a
Trade Journal which may be counted upon
to help boost the movements that are for
the betterment of the industry generally."

The D. Hill Nursery Company in a recent
letter said: "I am more than ever convinced
that the "American Nurseryman," being an
independent Trade Journal, is a logical
medium which should be dominant in the
Nursery Field."

"Your publication is doing a great work.
We are all with you."—John A. Young,
President, Aurora (Illinois) Nurseries.

Subscription: \$2.00 per year, Three Years, \$5.00

AMERICAN FRUITS PUBLISHING CO.,
39 State St., ROCHESTER, N. Y.

American Pomological Society

Tentative Program 39th Convention, Council
Bluffs, Iowa, November 15-17, 1922

Address—Dr. L. H. Bailey, New York.

Address—Hon. Henry C. Wallace, Secretary of Agriculture.

Address—Hon. E. T. Meredith, Ex-Secretary of Agriculture.

Address—J. R. Howard, President American Farm Bureau Federation.

Address—Paul C. Stark, Missouri.

Address—E. S. Briggs, American Fruit and Vegetable Shippers Association, Illinois.

Fruit Stock Investigations—L. B. Scott, Washington, D. C.; Dr. J. K. Shaw, Massachusetts.

The Fundamentals of Pruning—Dr. E. J. Kraus, Wisconsin.

Correlation of Orchard Practices with Growth and Production—Dr. R. H. Roberts, Wisconsin.

Blight Resistance in Pears—H. P. Stuckey, Georgia.

Apple Breeding for the Mississippi Valley—Prof. S. A. Beach, Iowa; Dr. C. S. Crandall, Illinois.

The Sour Cherry Industry—M. B. Goff, Wisconsin; Prof. R. E. Marshall, Michigan.

The Plum Industry, East—Dr. U. P. Hedrick, New York; Middle West, B. W. Douglas, Indiana; Northern Prairie Region, Prof. N. E. Hansen, South Dakota; The Pacific Coast, Dr. W. L. Howard, California.

The Use of Spreaders—Dr. W. A. Ruth, Illinois.

Dusting and Spraying as Complementary Practices—Prof. W. S. Brock, Illinois.

The Drift and Development of Spraying Practices in America—Prof. Leroy Childs, Oregon.

Home Storage of Fruits—E. C. Cotton, Ohio.

The Proper Handling of Fruit in Storage—J. R. Magness, Pennsylvania.

Survey of Fruit Conditions—Pacific Northwest, M. L. Dean; Middle West, Prof. Laurenz, Greene, Ind.; Annapolis Valley, Canada, W. S. Blair, Nova Scotia.

A Horticultural Trip Through the Land of Evangeline—Prof. J. C. Blair, Illinois.

Advertising as a Factor in the Development of American Horticulture—C. I. Lewis, Illinois.

The Peach Industry of the Country—H. P. Gould, Washington.

European Pomology—Dr. U. P. Hedrick, New York; Dr. W. L. Howard, California.

Other papers tending to make the program of national and international value will be added.

Reports of Committees of Nomenclature, Wilder Medals, Fruit Shows Slogan, New Fruits, Foreign Fruits, etc.

say you saw it in AMERICAN NURSERYMAN

PRICES IN ADVERTISEMENTS

The AMERICAN NURSERYMAN and the AMERICAN NURSERY TRADE BULLETIN are Nursery Trade Journals—nothing else. Therefore, prices may be used freely in advertisements in these journals, of course.

This announcement is made again, for the benefit of those who may have confused our policy with that of some other publication.

The publishers of these journals do not announce that prices in advertisements therein are "for the trade only" and then send the journals to gardeners, and amateurs generally!



LISTEN TO A. A. N.
She Wants You to Come In
and Join the
Rest of the Boys!

Are You a NURSERYMAN?

If you are and have not yet joined the American Association of Nurserymen, you are overlooking the best bet going.

Being a member, will help both you and your business.

And the more members the Association gets, the more it can do for each one.

"One for all—all for Each."
That's the big idea back of the American Association, which has done more for the industry than any other organization in the world.

If you want to know more about the Association, what it is **planning to do**, send in this blank today.

If you are already a member, send in the blank for someone who is not. Every member must get at least ONE OTHER MEMBER before June next year.

Send it in TODAY

Put me on the Boost'er list, and send me more information about the American Association. I'm an honest to goodness Nurseryman, and I want to be with the Bunch.

Name

Address

Type of business.....

Sent in by.....

**RELIABLE TREE SEEDS**

Get our Latest Price List. A Post-card will bring it.

T. SAKATA & CO.

Home Office: YOKOHAMA, JAPAN

American Office: 30 E. JACKSON BLVD., CHICAGO, ILL.

"International In Scope, Individual In Service"

Headquarters for Dewberry Plants

CAN ALSO SUPPLY STRAWBERRY PLANTS, ASPARAGUS ROOTS AND GRAPE VINES.

V. R. ALLEN, SEAFORD, DEL.

Berberis Thunbergii

SEEDLINGS STRONG PLANTS

1 yr., 6-10 and 10-15 inches.

MARTIN H. MUSSER

R. 4, Lancaster, Pa.

20 YEARS FURNISHING THE TRADE

500 ACRES IN STRAWBERRY PLANTS

TOWNSEND'S WHOLESALE NURSERIES

Largest growers of Strawberry Plants in the world.

We begin to fill orders in October, and continue all winter and until May 1st. For more than twenty years we have been filling orders for the largest nurserymen, and seedsmen, in the U. S., hundreds of these concerns send us their orders every season

THERE MUST BE A REASON

You will find listed below the finest stock of varieties that we have ever had the pleasure to Catalogue. Including both Standard and EVER-BEARING STRAWBERRIES.

The season has been ideal for plant growth. We have a stock of many millions of strictly hardy, true to name, plants. And at prices that will interest you for the BEST QUALITY PLANTS—AND VERY BEST PACK.

TERMS: All sums under \$50.00, cash to accompany the order. Usual terms to the trade with reliable rating, on all orders for \$50.00 up. 2% cash with order—Boxing FREE.]

PRICE-LIST TO THE TRADE ONLY

Of Townsends' High Grade STRAWBERRY PLANTS

	100	1000		100	1000
Aroma	.75	\$ 4.00	Sample	.75	4.00
Collins	.75	4.00	B'g Late (T.)	.75	4.00
Big Joe	.75	4.00	Wm. Belt	.75	4.00
Chesapeake	1.00	6.00	Worlds Wonder	1.00	6.00
Sen. Dunlap	.60	3.00	PREMIER (Best)	.75	4.00
Dr. Burrill	.60	3.00	Pres. Harding	1.00	6.00
Bushel Basket	1.00	6.00	Kelloggs Big Wonder	1.00	6.00
Eaton	1.50	10.00	Kelloggs Delicious	1.50	10.00
Early Jersey Giant	.75	4.00	Kelloggs Marvel	1.50	10.00
FORD	.75	4.00			
Gandy	.75	4.00	Everbearing Strawberries		
Gibson	.75	4.00	Lucky Boy	\$2.00	\$12.50
Glen Mary	.75	4.00	Lucky Strike	2.00	12.50
Howard 17 (Pren.)	.75	4.00	CHAMPION	2.00	12.50
Haverland	.75	4.00	Superb	1.00	7.50
Klondyke	.60	3.00	Progressive	1.00	7.50
Lupton	.75	4.00	Never Fail	1.00	7.50
Missionary	.60	3.00	500 Plants at the 1000 rate; less than 500 at the 100 rate.		
Mascot	1.00		Dewberry Plants—Austin and Lucretia		
Myers No. 1	.75	4.00	100 Plants - - - \$2.50	1000 Plants - - - \$15.00	
			Grape Vines		
			CONCORD—2 yr. and 3 yr., each		20c
			One year old Asparagus Roots, \$6 per 1000		

Make All Orders Payable To

E. W. Townsend & Sons, Salisbury, Md.

WANTED—Norway Maple, Cut Leaf Weeping Birch 4-6 ft., and larger sizes; evergreens, large and small sizes. Strawberry and raspberry plants, apple and peach; cherry trees grown under contract for each fall and spring deliveries.

E. W. JONES NURSERY CO.
Woodlawn, Va.

California Privet, 2 years
18-24, 2-3, 3-4 ft.
California Privet, 1 Year
6-12, 12-18, 18-24, 2-3 ft.
Barberry Thun., 2 year, 18-24
1 year, transplants, 12-18

PENNSYLVANIA NURSERY CO.
Girard, Pa.

CALIFORNIA PRIVET

Asparagus Cumberland Raspberry Rhubarb

Peach Trees in Assort.

Together with a general line of stock including Evergreens Prices right.

WESTMINSTER NURSERY
WESTMINSTER, MD.

THIS SPACE

\$2.50 Per Month Under Yearly Contract.
Including publication in both AMERICAN NURSERYMAN and AMERICAN NURSERY TRADE BULLETIN.
One Month: \$2.80 in both.

Collected SHADE and ORNAMENTALS

Write for List and Prices.

THE SCENIC NURSERY

GRAFTON, ILL., Robt. E. Stafford, Prop.

PEACH PITS

North Carolina Mountain

Naturals. Crop 1922.

Ask for samples and prices.

VALDESIAN NURSERIES, Bostic, N. C.

WE SUGGEST RESERVATION OF ADVERTISING SPACE NOW

FOR THE COMING ACTIVE MONTHS

In The **American Nurseryman**

Chief Exponent of the
American Nursery Trade

Every Advertisement is repeated in the AMERICAN NURSERY TRADE BULLETIN, thus covering the Trade. See Schedule of Information on other page of this issue. Ought your two-inch card to be standing regularly in the "Directory of American Plant Propagators," as in this issue. \$5.00 per mo. for 2-inch space under yearly term.

AMERICAN FRUITS PUBLISHING COMPANY, Inc., 39 State St., Rochester, N. Y.